



## Social Media Internship

Hours: 10-12 hours per week/Flexible

Compensation: Unpaid, 3 course credits

Supervisor: Annual Fund & Special Events Manager

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The Boys & Girls Club of Allentown (BGCA) is a nonprofit, youth-serving organization located in Allentown, PA whose mission is:

Inspire and enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens.

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The Social Media Intern will work directly with Annual Fund & Special Events Manager to promote the Boys & Girls Club of Allentown to the ever expanding social media audience. At the current time this will include and be limited to Facebook, YouTube, and Twitter platforms.

### Duties

- Maintain BGCA's presences on online social networking sites by posting pictures, informative posts, videos, and other informative and visual materials that will develop and nurture an impactful relationship with our followers. All photos and videos of individuals (members, staff, volunteers and others) must have signed releases prior to any postings.
- Promote BGCA's mission, programs, and fundraising events. Keep our online audience posted on recent Club happenings and informed on how they can support our organization as a donor, volunteer, or sponsor.
- Communicate with BGCA staff and administrators regularly to make sure that the content being shared is pertinent to the current happenings at the Club.
- Ensure that all posted content follows the guidelines listed in our Employee Personnel Policy Manual and Social Media Policy.
- Work with the Annual Fund & Special Events Manager to develop a timeline, plan, and goals for promoting the Great Futures Campaign, Annual Dinner, and Golf Tournament throughout the year.
- Provide the Annual Fund & Special Events Manager weekly updates.
- And any other duties as assigned.

### Qualifications

- Completion of at least two years of undergraduate studies desired
- Passionate about the mission of Boys & Girls Club of Allentown and the kids we serve
- Exceptional communication, organizational, and time-management skills
- Avid user of social media (primarily Facebook, YouTube, and Twitter)
- Creative; able to think outside the box and promote BGCA to an online audience in a manner that will be inspirational, engaging, and thought-provoking
- Completed course work on social media outreach preferred

**To apply:** Send your resume and a one-page writing sample to Miguel Rivera at [bgcarivera@aol.com](mailto:bgcarivera@aol.com).