

Social Media Marketing Internship

We are a media driven organization based out of Western New York, serving the community. Our mission is to empower Muslims and non-Muslims to voice, connect, and contribute by utilizing creative media. To find out more visit www.wnymuslims.org.

Internship Description:

WNYMuslims is seeking a highly motivated individual with experience and a passion for content strategy, creative advertising, social media marketing, and community participation. The Social Media & Marketing Intern will implement WNYMuslims' social media strategy, develop brand awareness, and generate inbound traffic. Knowledge of advertising/marketing concepts and social media trends is necessary. Qualified candidate will be a creative thinker with professional written and oral communication skills.

Responsibilities:

- Social Media Oversight and Management for platforms including but not limited to: Facebook, Twitter, Google +, hootsuite, etc.
- Reporting and analysis on various performance metrics -- some daily and other weekly
- Write engaging copy for social media posts
- Management of Social Media Editorial Calendar
- Newsletter content generation and aggregation
- Blog design and posting
- Oversight of creative timelines and implementation
- Perform other related duties as assigned.

Internship Requirements:

- Relevant social media and/or online marketing experience.
- Demonstrates a strong understanding of traditional marketing and branding
- Demonstrates an immersion in social media sites such as Facebook, Twitter, Google+, YouTube, Instagram, Vimeo, etc.
- Able to monitor, listen and respond to comments appropriately
- Advocates for social media engagement and campaigns to fulfill organization goals
- Proficiency with Microsoft Office as well as social media monitoring tools
- Experience with email construction and campaign strategies
- Strategic promotion of organization events and initiatives

How to Apply:

Qualified candidates should send a cover letter, resume, and portfolio to Opportunities@wnymuslims.org.