



I N T E R N P O S T I N G

DATE: September 28, 2015

TITLE: Promotion and Social Media Intern

DESCRIPTION: Reports to Managing Director and Business Manager. Assist with developing and implementing a social media strategy to increase overall reach and brand awareness. Use social media outlets to promote active People TV campaigns, engage the public and increase online presence. The Social Media intern will directly contribute to increasing People TV's capacity by increasing public awareness.

RESPONSIBILITIES:

- Identify key on-line channels for which to establish a presence;
- Development a social media strategy to support People TV's campaigns and fundraising activities;
- Establish targets for increasing on-line reach;
- Post regular updates to social media outlets, including news articles, blog posts, press releases, fundraising appeals, and any other promotional items;
- Monitor activity and user interactions for all social media outlets;
- Provide social media commentary and respond to view comments for People TV produced live programs and other events;
- Adapt general campaign messaging for the different outlets and specific audiences.

QUALIFICATIONS: Must have in-depth knowledge and experience using key social media outlets (Facebook, Twitter, Instagram, YouTube, Vine, and Periscope). Strong writing and editing skills with strong attention to detail. Ability to use on-line tools to engage members, donors, and corporate partners. Is outgoing, enthusiastic and creative. Bi-lingual candidates are strongly encouraged to apply.

TIME COMMITMENT: 3-5 days per week for a minimum of 12 weeks. 3-5 hours per day between the hours of 12p and 9p (*some hours can be completed from home*). On call with various day and evening hours (*advance notice when possible*) for special events.

If you have what it takes to break away from the rest of the field, send a cover letter and resume to:

People TV Inc.
ATTN: Human Resources
190 14th Street, NW
Atlanta, GA 30318-7802
Or fax to 404-874-3239
Or email to hr@peopletv.org

NO PHONE CALLS PLEASE

Consistent with our equal employment program, we ask your cooperation and assistance in our efforts to recruit, hire and promote qualified women and minorities. In this regard, if you know of individuals who might be interested in and qualified for this position, we encourage you to refer them to us.

People TV is an Equal Opportunity Employer