

Lubbock Economic Development Alliance, Inc.
Market Lubbock, Inc.
Visit Lubbock
Lubbock Sports

(all herein referred to as the "organizations")

POSITION DESCRIPTION

Position Title: **Social Media Intern**
Position Classification: Hourly (up to 20 hours a week, some weekend work required) - Paid
Approved By: Director of Marketing and Communications
SEND RESUMES TO: Kristie@marketlubbock.org

REPORTING RELATIONSHIPS

Position Reports To: **Director of Marketing & Communications & Digital Marketing Manager**
Positions Supervised: None

POSITION PURPOSE

Reports to the Director of Marketing & Communications/Digital Marketing Manager and assists the Marketing and Communications Team with segments of all organization's communications and social media goals. Contributes to development and coordination of social media efforts, website updates, copywriting, photography, videography, graphic design and other duties as assigned.

ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. Assists with the development and implementation of posts on the following social media networks for all organizations:
 - a. Facebook, Twitter, Instagram, YouTube, Pinterest.
2. Develop relevant and engaging content for the organization's blogs and online channels.
3. Assists the team by taking photos and video at various local events.
4. Help the marketing team by editing photos and videos for marketing purposes.
5. Help update Visit Lubbock website's calendar of events, photos and other general data.

6. Help update the LEDA website's graphs, charts, photos & other general data.
7. Performs other duties as assigned:
 - a. Attend weekly Marketing & Communications Team meeting.
 - b. Assist with front desk management including answering and directing organization phone calls.

QUALIFICATIONS

Education/Certification: Anticipating a bachelor's degree in public relations, advertising, marketing, mass communications or similar field.

Experience Required: Must have a strong and active presence on various social media networks.

Required Knowledge, Skills and Abilities:

- o Have a firm grasp on various social media outlets and best social media practices i.e. Facebook, Twitter, YouTube, Instagram, Pinterest, etc.
- o A working knowledge of social media management platforms, WordPress and photography
- o Multi-tasking and ability to shift tasks as priorities change
- o Ability to work various hours, including nights and weekends
- o Teamwork and positive office partnership skills
- o Good communication and organization skills
- o Familiarity with the local area
- o Familiarity with photo and video editing software such as Photoshop, Lightroom and/or similar programs a plus

Intent and Function of Job Descriptions

Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.

All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.

Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.

Signature of Employee

Date

Signature of Supervisor

Date