

Social Media Intern

 Remote internship of 6-8 hours per week

Social media has transcended the way we communicate with one another and how we receive information. For CATCH Global Foundation, social media opens the doors to a well-harnessed, creative, and innovative approach for our content strategy in order to inspire individuals around the globe about our important work. It further offers us invaluable insights into our audiences, enabling us to authentically relate, engage, and connect with them on a daily basis.

ABOUT US

CATCH Global Foundation (“CATCH”) is a leading expert in the development and dissemination of school-based, early childhood, and out-of-school time children’s health and wellness programs that are evidence-based and evidence-informed. CATCH offers curricula for grades Pre-K through 12 that focuses on health and physical education, social-emotional learning, youth vaping prevention, sun safety, and oral health. Additionally, CATCH provides professional development to thousands of educators each year and reaches over 3 million youth annually in the United States and internationally. CATCH was founded in 2014 with support from the UTHealth Houston School of Public Health and Michael & Susan Dell Center for Healthy Living, and MD Anderson Cancer Center. Visit CATCH.org to learn more.

INTERN DESCRIPTION

The CATCH Social Media Intern will work within the Marketing Department on strategic priorities focused on social media content planning, creation, execution, and evaluation. We are currently accepting applications from college undergraduate students in their junior or senior year and graduate students who are pursuing a degree in the related fields of communications, marketing, business, or graphic design.

Schedule

Monday, Tuesday, and Thursday are available days for this internship. At least two of these days per week is required along with 2-4 hours per day between 10:00 a.m. and 5:00 p.m. eastern time.

Responsibilities

- Support the creative brainstorming process by attending a monthly meeting to finalize CATCH’s social media content calendar and creative advertisements.
- Create original social media content for posts and stories including graphic images, short engaging videos, etc.

- Write social media posts incorporating calls to action, partner tag(s), and/or links. Publish posts across Facebook, Instagram, LinkedIn, X, Vimeo, and YouTube.
- Boost designated Facebook, Instagram, and LinkedIn posts.
- Engage with followers by responding to comments and mentions, and stay up-to-date on trends.
- Collect advertisement data on a weekly basis and social media data on a monthly basis.
- Analyze accumulated data for key findings, trends, and to inform future social media actions. Report findings to the Marketing Department.
- Support as needed in video advertising storyboards, scriptwriting, creation, and analytics reporting.
- General maintenance of social media pages and other duties as assigned.

SKILLS & COMPETENCIES

- **Experience and Capabilities:** You are comfortable with remote work. You have access to a computer and experience in working with Adobe Creative Suite, publishing social media posts, and creating engaging content for multiple platforms. Experience or interest in creating advertisements, and recording and analyzing social media analytics is also necessary.
- **Creativity and Innovation:** You think on your feet, gather inspiration everywhere you go, and are highly interested in social media and a wide-range of media content. You can conceptualize and execute engaging content ideas that resonate with diverse audiences.
- **Adaptability and Tech-Savviness:** You are a quick learner who can adapt to new platforms and technologies.
- **Strong Communication and Analytics Skills:** You can articulate ideas clearly, both in writing and verbally, and are open to receiving feedback from others. You are comfortable interpreting data and using insights to inform strategies.
- **Organizational Skills:** Social media management requires juggling multiple tasks and deadlines. You are well-organized, detail-oriented, and able to prioritize your workload effectively.
- **Self-Motivated and Team Player:** In a remote environment, self-motivation, initiative, and team collaboration are crucial. You are proactive in seeking opportunities to contribute and are driven to expand your personal and professional skills.

TO APPLY

- Email your cover letter, resume, a short writing sample, and a link to your design portfolio or a social media design sample to jobs@catch.org by September 6, 2024. Applications that do not include these components will be removed from the selection pool.
- This 6-8 hour weekly internship position may be eligible for class credit, please check with your college institution. Internship will be from September 30 - December 31, 2024, with consideration to extend beyond the end date based on organizational needs.
- Compensation will be determined at \$15-20 per hour.