

Town of Thompson Marketing and Technology Internship

Overall Job Purpose:

The Social Media Intern will assist with the coordinating and executing the Town's social media strategy, working across key social media channels including Facebook, Instagram, YouTube, and Twitter. The successful candidate will work closely with key members of staff and board/commission/committee members, external media outlets, and at times members of the public. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among residents, visitors, and businesses.

Reports To: Selectmen's Office, Executive Assistant, Town Clerk, Director of Planning and Development.

Key Duties:

1) Social Media Community Management

- Assist with streamlining company social media accounts (e.g. Facebook, Twitter, YouTube, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- Increase the number of followers we have on Twitter by following and engaging with residents, visitors, businesses. (under supervision initially)
- Monitoring and replying to Tweets from the same (under supervision initially)
- Posting Tweets (Town related); and using tools like Tweet Deck to plan forward-looking Tweets over weekends and holidays (under supervision initially)
- Liaising with staff internally to ensure that their town profiles are accurate and up-to date
- Posting updates to the Town's Facebook account (under supervision)
- Work with supervisors to implement other channel-specific campaigns (e.g. uploading photos to Flickr, videos to YouTube, etc)

2) Coordinating and Distributing Content

- Attend brainstorming meetings as needed with Town's internal social media team to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, and marketing calendar.
- Maintain a monthly social media calendar, and ensure that everyone is meeting their deadlines.
- Help to create one piece of video content per month and post on You Tube.
- Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel).

3) Understanding and monitoring social media analytics

- Track key social media analytics on a monthly basis, including Google Analytics, Bitly statistics, etc.
- Track and report website statistics using Google Analytics. Look at how well specific content performs and look at the flow of traffic through to our Web site.

Look at the best performing web site pages and try to generate new content that does the same or better

- Use tools like Klout, Tweriod and TwitBro to measure our Twitter influence, and monitor what kind of content gets retweeted to help with future content.
- Create and use the town's HootSuite account to create lists of followers and to schedule tweets so that they are continuously pushed out.
- Gather information on our website users
- Work with the supervisors to build monthly reporting tools on social media analytics and performance against our 'baseline targets.'

Key Skills Required for the Role:

- Excellent GPA, High-levels, particularly in English, Literature, History or Politics;
- Proven written communication skills, and a passion for writing both short- and long-copy.
- Excellent verbal communications skills
- An interest in marketing, communications, or social media
- Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office products (e.g. Word, PowerPoint, Excel);
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work;
- An entrepreneurial attitude;
- Excellent attention to detail and a high motivation to learn;
- A proactive, service-focused attitude towards staff and
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges;
- An ability to prioritize work and complete tasks with quick turnaround times; and
- The ability to work collaboratively with a team

Other:

Attend Town sponsored events as directed by supervisors which may involve evenings and weekends.

Equipment provided if necessary:

Laptop

Tripod

Live streaming camera and other equipment for events

*Must be able to use own smartphone for promotion of town events, news, etc.

*Must have own transportation

*This position may require working from Town Hall, home, via zoom or other meeting platform

Social Media Internship
Writing Challenge

The Recreation Department hosts a summer concert series in the park.

Resources: www.thompsonrec.org

Please write a news story for the news section on the town's website as well as a Facebook posts.
Develop a marketing schedule for these events to include pre and post event promotion keeping in mind the recommended post dates and times for facebook and Instagram.