



**Title:** Social Media Intern

**Reporting to:** Janelle Raymundo, Director of Communications

**Location:** Remote

**About Swipe Out Hunger:** Founded in 2010, [Swipe Out Hunger](#) works to end student hunger on more than 750 college and university campuses across North America. Swipe Out Hunger promotes on-campus solutions, policy and advocacy, and community building practices to address college food insecurity.

**Role Description:** The Social Media Intern will support the Communications Department under the supervision of the Director of Communications in the implementation of Swipe Out Hunger's social media strategy across several platforms, primarily: [Instagram](#), [TikTok](#), [LinkedIn](#), and [X/Twitter](#). This position will use social media to connect with our key audiences including students, higher education organizations, legislators and advocacy groups, and other decision makers in the anti-hunger space. The Social Media Intern is someone who is creative, analytic, on top of the latest social media trends, and community-minded.

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#### **Responsibilities:**

- **Content Creation**
  - Create compelling, engaging, and mission-driven content for Swipe Out Hunger's social media platforms, primarily: Instagram, TikTok, LinkedIn, and X/Twitter.
  - Ideate and post content on a weekly basis in alignment with the Communication team's monthly content calendar. Attend monthly content planning meetings.
  - Engage with our followers and community across platforms, including regularly commenting, reposting, and liking posts.
  - Identify new trends and content opportunities that align with Swipe Out Hunger's mission and brand.
  - Write engaging captions that center Swipe Out Hunger's key messages and audiences.
  - Develop creative assets such as graphics and templates for Swipe Out Hunger's social media.
  - Ensure content is accessible by including closed captions for videos, writing alt text for photos/graphics, etc.

- **Data Tracking and Analysis**

- Use analytics and reporting tools to track Swipe Out Hunger's social media performance on a monthly basis.
- Research and implement ways to increase our followers and engagement.
- Develop a final report over the course of the internship that analyzes findings on Swipe Out Hunger's social media performance, and offer recommendations.

**Qualifications:**

The following qualifications are representative of the high level of demonstrated skills, maturity, judgment and ability to work with a wide range of constituencies required of Swipe Out Hunger employees:

- Current or recently graduated college student
- Demonstrates connection of internship to future career goals and aspirations
- Can authentically engage audiences across social media
- Has a great eye for design and photography/videography
- Has experience with short-form video editing and creating content for TikTok
- Is comfortable with Canva or a similar design platform
- Has excellent copywriting skills to create engaging captions for social media
- Some experience with data analysis and insights for social media, or demonstrates a willingness to learn and grow these skills
- Responds to emails in a timely manner and openly communicates
- Be organized and exhibit "follow through" on tasks and goals
- Display a positive attitude, show concern for people and community, demonstrate presence, self-confidence, common sense, and good listening ability
- A strong strategic and creative thinker with strong organizational skills
- Is comfortable working both collaboratively with a team and independently on individual projects/tasks
- Able to use discretion and exercise sound judgment
- Complete other duties as assigned

**Compensation & Benefits Package:**

The Social Media Intern will work with a dedicated, upbeat, and collaborative team at the forefront of social enterprise. We work hard and encourage a balanced lifestyle.

Depending on the student's availability, we are open to the intern working up to 15 hours/week at \$20/hour.

The 6 month internship is expected to take place from January 2024 through July 2024. Start and end dates are flexible depending on the exact date of hire. Swipe Out Hunger is operating remotely and this role can be performed from anywhere in the United States.

**Equal Opportunity Employer:**

We are an equal opportunity employer and are committed to cultivating a team that reflects the rich diversity of the population we serve. We do not discriminate on the basis of race, color, national origin, religion, age, sexual orientation, gender identity or expression, marital or domestic partner status, veteran status, medical condition, mental or physical disability which would not prevent the performance of essential job duties without reasonable accommodation.