



Social Media Intern

Duration: 3-5 months **Hours:** ~5-20 hours/month,

Hybrid -events and occasional meeting, otherwise remote

Reports to: Deputy Director, Marketing Committee Chair

Compensation: Unpaid

We are on a mission to inspire Central Oregon's next generation of problem solvers by empowering every child to imagine, discover, and create. The social media intern will help capture the energy and excitement at our summer events and share via socials. Responsibilities include ensuring CMCO maintains a consistent and exciting online presence that enhances brand awareness and community engagement. Our busy, summer schedule of Mobile Museum events in Central Oregon provide the perfect venues to capture fresh content.

This role includes creating and posting graphics, reels, and written content for platforms like Instagram, Facebook and digital newsletters, monitoring performance, and regularly reporting engagement analytics to Marketing leadership.

Key Responsibilities:

- **Content Creation:** Design visual assets using Canva and write captions for platforms such as Facebook, Instagram, and TikTok.
- **Scheduling & Posting:** Manage content calendars, schedule, and post under the supervision of our Deputy Director and the Marketing Committee.
- **Community Engagement:** Attend mobile museum events to capture fresh content; Monitor social channels, respond to comments and DMs, and interact with followers.
- **Analytics & Reporting:** Track key performance indicators (KPIs) like engagement and reach, contributing to monthly reports.
- **Trend Research:** Monitor social media trends, popular audio, and industry news to keep content relevant.
- **Support:** Assist in campaign brainstorming and assist in team meetings.

Qualifications:

- **Education:** Currently pursuing or recently completed a degree in Marketing, Communications, Journalism, or a related field.
- **Technical Skills:** Proficiency with social media platforms (IG, FB, TikTok, X), and digital marketing tools for design (Canva), website (Wix), and photo storage (Apple Photos).
- **Communication:** Strong written and verbal communication skills.
- **Interest:** Passion for storytelling, digital marketing, and our community-based, kids-driven mission.
- **Analytical Skills:** Ability to gather data and turn it into actionable insights.

To express interest in this position, please email your resume and cover letter to erica@cmcoregon.org