



WMEAC Social Media Marketing Internship

Position summary:

WMEAC's Social Media Marketing Intern will build WMEAC's presence on social media tools (Facebook, Twitter and Youtube) and establish procedures and protocols for future staff and/or interns using the tools. The intern will contribute to the development and implementation of an innovative social marketing plan in collaboration with the organization's marketing committee and staff.

Organization Background:

WMEAC (West Michigan Environmental Action Council) is a nonprofit membership organization founded in 1968 that has been active in issues ranging from banning DDT, lake, water, and dunes preservation, to our modern-day challenge of global climate change. WMEAC has two areas of focus: **Protecting Water, Building Sustainable Communities**. Our mission is to lead environmental protection in West Michigan by inspiring action.

Overview of position:

In collaboration with WMEAC's Marketing Committee and staff, the intern will accomplish the following goals:

- **The intern will document best practices and create a WMEAC social media manual.**
- **Developing an initial social marketing plan that maximizes the organization's social networking accounts; Facebook, Twitter, and Youtube.**
- **Informing WMEAC of developing opportunities for these communications tools, and identifying opportunities.**
- **Regular management of social media communications.**

The intern is expected to work primarily at the WMEAC office during regular hours; however, flexibility in this requirement can be earned, upon demonstrated ability to manage such a responsibility. The intern may occasionally be expected and should be willing to perform duties outside the description of tasks above.

Qualifications:

WMEAC is searching for a candidate who is upbeat and positive, self-directed and motivated. A successful intern will take initiative to seek out projects and tasks, and complete tasks in a timely manner. Communication and writing skills are excellent and professional. The intern will have experience in the described forms of social media. Experience with Microsoft office programs, internet and video editing is required.

- **Excellent internet skills**
- **Proficiency in social networking**





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- Skilled at design with Microsoft office (Word, Excel, and Publisher or other software)
- Excellent writing and speaking skills
- Ability to work on location in our offices (on the bus line), with some opportunity to telecommute
- Good organizational skills, self-starter, creativity
- Commitment to protect the environment

Hours:

8-16 per week, varies during term of internship. Schedule to be arranged by intern and staff.

Interested persons may send resume and cover letter to ppennell@wmeac.org with 'Social Media Internship' in the subject line.

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