



Job Description Purpose: Provides managers and employees with information about the functions and requirements needed to perform the job. This must be read in conjunction with the Performance Review.

Job Title: Social Media Intern
Reports To: Sr Event Specialist
Direct Reports (Title Only): 0

FLSA Status: Non-Exempt
Classification: Part-Time
Date Written: 10/1/2019

Job Overview: Describes a general summary of the position. Explains why the position exists in the company.

The Social Media Intern will create and support development of Ryzer's social media presence, both via the brand's social media platforms and through multi-channel collaborations. The intern would be responsible for a variety of tasks to support other organizational marketing efforts.

Essential Functions: Identifies main accountabilities performed in the job. Provides importance of each action by indicating percentage of time spent performing the functions.

Function	% of Time Spent
1. Works with appropriate team members to create, edit and publish content across social media networks including but not limited to Facebook, Instagram and Twitter. Creates new platforms, including You-Tube.	60
2. Identify social media trends and suggests methods and content to engage and attract clients. Tracks performance and provides reports to appropriate teams.	15
3. Identifies social media advertising opportunities. Creates a marketing plan, including a social media content calendar.	10
4. Maintains knowledge of social media best practices, latest social media developments and online behavior and trends.	10
5. Performs other job-related duties and special projects as required, including but not limited to backing up other team members.	5

General Requirements: Describes the minimum education and experience, certifications, licenses, and skill sets needed to perform the job.

High school diploma and enrollment in undergraduate or graduate program in communication, business, marketing or another related field. Must have knowledge in popular internet technologies including general web publishing. Must have a good academic standing in school. Photography and design experience, a plus. Knowledge of online marketing channels and recruitment methods, required. Excellent writing, communication and relationship management skills. Must be a creative thinker and self-starter. Time management and teamwork skills required. Must work under pressure independently, exercise good judgment, and maintain confidentiality. No travel required.

ADA Requirements: Describes the physical demands and working conditions needed to perform the job.

Ability to read, count and write to accurately complete all required documentation. Must be able to speak effectively with customers. See other physical requirements as listed below.

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing and hearing: reading documents and computer screen, answering phone, communicating in person				X
Sitting	X			
Standing and walking	X			
Reaching and bending	X			
Climbing, kneeling, crawling, stooping, and lifting	X			
Dexterity: Utilizing phone, typing, and writing				X

Lifting capacity: Indicate, by checking the appropriate box, the amount of lifting necessary for this job, with or without an accommodation.

	N/A	Occasionally (As Needed)	Often (Up to 4 hours per day)	Frequently (Up to 8 hours per day)
0-10 lbs.	x			
10-20 lbs.	x			
20-50 lbs.	x			
50-100 lbs.	x			
100 plus lbs.	x			

Note: Statements included on this job description are intended to describe the general nature and level of work performed by the employee(s) assigned to this job. The statements should not be construed as exhaustive list of responsibilities, duties, and skills required.