



SCOTTSDALE SISTER CITIES ASSOCIATION
3295 N. Drinkwater Boulevard, Suite 9
Scottsdale, AZ 85251 USA



Social Media Marketing Plan

Scottsdale Sister Cities Association, Inc. (SSCA) is looking for an intern to assist in launching and supporting the social media program. Our mission is to promote the City of Scottsdale and the Scottsdale Sister Cities Association, Inc. as ambassadors of the international friendship and goodwill. The mission is accomplished through programs such as student, educational, cultural and economic development exchanges, which create long-term international partnerships. We are looking for self-starters our volunteer board in messaging through social media marketing and content development.

Internship Summary of Duties

The position includes implementation of social media plan through research and content production for social media platforms. Responsibilities include any of the following areas: topic research, analytics review, managing accounts per calendar, promoting program events and activities, interviews, writing and editing content for blog posts, social media, photos, videos and web content. This position works with minimal supervision, supporting the efforts of the all-volunteer Board of Directors, and under the direction of the Communications Committee.

Hours: 10-20 per week for course credit. This is an unpaid position.

Timeline: Immediately for a Semester.

Responsibilities

- Write and disseminate blog posts, campaign-appropriated content deemed necessary for SSCA goals and objects.
- Grow social media followers on accounts such as Facebook, Instagram, and Twitter.
- Grow blog subscribers and expand the overall blog's reach.
- Analyze social media analytics available for increasing organizational reach.

Minimum Qualifications

Any combination of education and experience that provides the required knowledge and abilities for the internship. An example of this would be college-level coursework in marketing, journalism, mass communications, advertising, public relations or similar field.

- Outstanding verbal and written communication skills
- Ability to identify, cultivate and craft news stories
- Experience researching companies and issues
- Previous Twitter, Facebook, Instagram or other social media experience required
- High standard of ethics, excellence and integrity

Education and Experience

College sophomore, junior, senior or recent graduate in public relations, communications.

If you are interested in applying for this position please email your resume and cover letter to Megan Young at social.media@scottsdalesistercities.com.

