**JOB DESCRIPTION:** Social Media and Community Engagement Intern

**SUMMARY**
BCPA’s social media and community engagement intern will assist with client and in-house projects. Responsibilities will fall within the areas of public relations, social media and research. This is an unpaid internship position with flexible hours and the ability to work remotely.

**RESPONSIBILITIES**

**Social Media**
Assist in increasing social media presence of BCPA and maintenance of the BCPA blog.
Specific duties may include:
- ✓ Aggregation and distribution of content on various social media sites
- ✓ Social media monitoring and strategy development
- ✓ Writing articles and researching content ideas for BCPA blog
- ✓ Proof all content before distribution or posting
- ✓ Updating monthly blog content calendar
- ✓ Analyzing blog stats

**Community Engagement**
Assist in community engagement of BCPA members by:
- ✓ Adding events to online community calendars and new sources
- ✓ Assist in production of monthly e-newsletter
- ✓ Blog and website updates (WordPress knowledge is ideal)

**QUALIFICATIONS**
Candidates should have a passion for social media as well as be open to learning about new media trends in the industry. A degree in marketing, communications, public relations or similar area of study is a plus. A good understanding of the functions of Twitter, Facebook, and LinkedIn is essential. Other necessary skills include:
- ✓ Ability to work independently /Self-starter approach to work with an eagerness to consistently meet objectives
- ✓ Exceptional writing and editing skills
- ✓ Excellent verbal and written communication skills and follow-through
- ✓ Detail-oriented
- ✓ Familiarity with Business Continuity, Disaster Recovery, and Crisis/Emergency Management
- ✓ Skilled use of Microsoft Excel and Microsoft Word
- ✓ Must have own computer with basic Microsoft programs and access to Internet
- ✓ Must be able to attend monthly BCPA board meetings on second Thursdays of each month at noon in Edina
- ✓ Access to transportation to Edina

**WORK ENVIRONMENT**
Professionalism is expected at all times. Continuous learning is valued and encouraged. Questions always welcome!

**HOURS AND COMPENSATION**
This is a part-time, unpaid internship position. Estimated hours are between 4 and 8 hours a week.

**HOW TO APPLY**
Please send your cover letter and résumé to info@bcpa.org