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**EAST JOB DESCRIPTION**

**JOB TITLE:** Social Media Intern

**SUMMARY:**  The Social Media Intern will design and develop a formal mentorship program for teachers nationally in collaboration with Facebook’s EdMod program.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Develop an online social community (via Facebook Groups) for teachers to share resources, generate discussion, and promote collaboration across disciplines and geographical locations nationally.
* Design and implement a strategy around established goals for the program including the target number of teachers involved, engagement metrics, etc.,
* Recruit educators to participate in the group
* Collaborate with the EAST communications team, Site Support Coordinator for Education Unleashed and Training Specialist to develop and deploy a marketing strategy that will help grow engagement and participation in the Facebook group.
* Serve as backup moderator for the EAST/Edmod Facebook Group
* Recruit, coordinate, and train ten expert teachers to assist in growing engagement and to support the goals of the program
* Attend and co-lead a webinar to coordinate and train ten “expert” teachers in late March/early April
* Develop four posts to be sent out monthly to the Facebook group.
* Other duties as assigned.

**QUALIFICATIONS:**

* High school diploma
* Some college experience, with an emphasis in project management, education and/or communications
* Experience with Google Suite tools
* Strong communication and relationship building skills
* Ability to think creatively, take initiative, and work as part of a team
* Exhibits a positive attitude
* Must be organized and extremely detail-oriented
* Experience managing a Facebook Group preferred
* Non-profit experience, a plus
* Must have a current, unrestricted driver's license
* Ability to attend EAST events which often requires overnight travel

**SUPERVISORY RESPONSIBILITIES:**

* None

**EDUCATION AND/OR EXPERIENCE:**

* Previous internship or related experience a plus

**LANGUAGE SKILLS:**

* English language: including punctuation, spelling, grammar, and writing technique
* Excellent written and verbal communication skills

**REASONING ABILITY:**

* Ability to problem solve using deductive reasoning skills in a timely manner

**MATHEMATICAL SKILLS:**

* Basic skills including but not limited to addition, multiplication and division of whole numbers, decimals and fractions

**PHYSICAL DEMANDS:\***

* Ability to occasionally lift 35 pounds
* Ability to drive a car
* May frequently be required to stand, walk, use hands, reach, stoop, kneel or bend, talk, or hear

\*Requests for accommodation need to be directed to Human Resources.

**WORK ENVIRONMENT:**

* Quiet to moderate noise level
* Fast paced, collaborative and positive

Signature Print Name Date