



SOCIAL MEDIA & MARKETING INTERNSHIP

Unpaid Internship Position Description

Reports to: Executive Director & Volunteer Program Director

Hours: After initial in-office orientation and training, this opportunity will require **4 hours/week** at our Norfolk office between 9am-5pm, M-F. Address: 809 Brandon Ave, Suite 300, Norfolk, VA 23517.

Description: Volunteer will provide social media and marketing support with tasks related to social media, website, blog posting and tracking, writing and/or multimedia capturing and posting. Laptop/workstation is provided by TAO. (Does *not* require heavy lifting.)

Primary Tasks: Intern will assist Tidewater Arts Outreach in one or more of the following areas:

- Track arts and health activity on social media accounts (Facebook, LinkedIn, Pinterest); make recommendations for Tidewater Arts Outreach's social media pages.
- Research the viability of increasing social media activity (Instagram, Twitter, Vimeo, etc.). With staff support, create and present immediate and long-term development plans, as appropriate, to achieve and maintain these presences.
- Create blog posts about topics relating to Healthcare and the Arts Research, benefits for different populations, needs, client stories, implementation, etc.
- Create a report of their contributions and progress with Tidewater Arts Outreach's social media accounts.

Secondary Tasks:

- Assist in printing and collating materials for Executive Director and Marketing Committee Meetings
- Other tasks as assigned.

Skills, Education and Experience

- Excellent writing and proofreading skills.
- Familiarity with social media, hashtags, branding, and community outreach.
- Be an organized self-starter with excellent communication skills, comfort with internet research. Knowledge of Wordpress, preferred.

Volunteer/Intern must supply a copy of current driver's license or Government issued ID for identification purposes. All applicants are subject to a background check.

Applicants will be accepted on an ongoing basis. **Complete the [Volunteer Application](#) and submit **Resume and Cover Letter**, along with the **days and times you are available** to: Volunteers@TidewaterArtsOutreach.org .**