



## Digital Media Associate - Intern Position

**MISSION STATEMENT:** Mission Accomplished Transition Services, Inc. (Mission Accomplished) prepares rising young professionals and entrepreneurs for the workforce by providing access to industry specific coaching, mentoring, and sponsorship.

### ABOUT MISSION ACCOMPLISHED:

- Mission Accomplished was established in December 2012
- Mission Accomplished is a tax-exempt 501(c) 3 nonprofit career and business education organization
- Mission Accomplished is an organization is committed to advocating for social, racial and economic justice in the workforce
- Our industries of focus are fashion, construction, beauty, mural painting and interior decorating

**SUCCESS PROFILE OF THE DIGITAL MEDIA ASSOCIATE:** To be successful in this role you must be a detail-oriented creative who has experience and passion for creating content that shares inspiring social impact stories. As our **Digital Media Associate** you will work alongside the team to assist with increasing engagement on our digital media platforms.

This role is ideal for individuals looking to gain hands-on experience in social media management, digital marketing, content creation, and newsletter creation. You will assist in developing and implementing our social media strategies, enhancing our online presence, and engaging with our audience across various platforms.

Lastly, to be successful and happy in this role you must have a passion for and some experience advocating for social justice for disenfranchised and underestimated groups as well as program development and execution.

### RESPONSIBILITIES:

#### CONTENT CREATION:

- Utilize graphic design software, particularly Canva, to create graphics
- Support public relations efforts by drafting press releases and managing relationships with influencers.
- Participate in content creation for e-commerce initiatives, including photography and video editing.
- Developing and distributing e-newsletters.
- Proofread all content to ensure accuracy and alignment with branding guidelines.



#### **RESEARCH:**

- Conduct keyword research
- Monitor social media channels for trends, feedback, and engagement opportunities through social listening

#### **STUDENT + COMMUNITY ENGAGEMENT:**

- Engage and collaborate with students and alumni to create content spotlighting their success and triumph stories
- Engage and collaborate with local business and community groups to create content spotlighting their success and triumph stories

#### **PROFESSIONAL EXPERIENCE + SKILLS:**

- Familiarity with social media marketing strategies and best practices.
- Utilization of Canva to create graphics, videos, reels, etc.
- Experience with digital marketing concepts such as branding, e-commerce, and public relations is a plus.
- Previous experience or coursework in graphic design or video editing is advantageous
- Ability to work independently while also collaborating effectively within a team environment.
- Willing to do tedious work to ensure project success
- A track record of taking initiative
- Flexibility and enthusiasm for taking on projects
- Ability to thrive in a fast-paced environment

#### **TECHNOLOGY QUALIFICATIONS:**

- E-mail (for communicating)
- Google Docs, DropBox, and project management software (for organizing tasks and information)
- Microsoft Word, PowerPoint and Excel and Content Management System
- Web, graphic design, photography, content creation and/or videography skills a plus

#### **BENEFITS:**

- Travel reimbursement
- Creative work culture
- Opportunities to work remotely
- Opportunities to support other businesses and organizations



**COMPENSATION:**

- None
- College credit received

**SCHEDULE:**

- To be determined; based on class schedule

**LOCATION:**

- Hybrid

If you are interested in this position, complete the application at <https://podio.com/webforms/25321158/1874671>. Be sure to attach your resume, cover letter, samples of content you've created for other companies, groups or yourself.