



INTERN POSITION ANNOUNCEMENT

Social Media Intern (1 summer, fall position available)

Are you obsessed with finding and sharing stories online? Do your friends look to you on FB, Twitter and Instagram for the latest trends, ideas, and online memes? The Learning Laboratory is a brand-new non-profit organization that is looking for someone like you to manage its online presence with a focus on social media. As an intern, you will get to participate in a variety of programs and activities that will help our organization grow. Our ideal candidate is a tech-savvy “people person” who loves social media who has a creative, edgy online personality. We also seek someone with a great sense of humor and a discerning eye for beautiful photography and sleek graphic design.

What You Will Learn:

- How to create a long term social media plan and marketing calendar
- How to enhance social media profiles with a variety of post types including photos, videos, custom memes and more
- Relationship-building with our online community by maintaining Facebook, Twitter, Instagram LinkedIn, and other media accounts
- How to track social media analytics using Buffer and other web apps, report results and new ideas to our founder and board of directors
- How to create compelling content that will be shared by social media influencers

What We Require:

- Background in Marketing, Communication, Graphic Design, Non-profit Management or other related discipline
- Strong oral and written communication skills
- Flexible expertise/ quick study with a variety of tech tools (hardware, software and web 2.0)
- Ability to take and edit great photos and videos using a mobile device or DSLR camera (provided)
- Proficient in Google Apps (Drive, Mail, Calendar)
- Organized problem-solver with an ability to prioritize and successfully complete time-sensitive assignments
- Familiarity with Wordpress and social networking sites desired, but we will also train
- Interest in K-12 education, nonprofit management and community development

Our social media intern will become extremely knowledgeable in online communication and a master of social media marketing by working directly with our founder, Tinashe Blanchet, who served as the digital engagement specialist for the Jefferson Parish Public School System (JPPSS), the largest public school system in Louisiana serving over 45,000 students and their families. During her tenure, JPPSS’ social media following grew from from <100 to about 5000 in less than two years. She also directly managed the district’s successful transition from an outdated

website to a modern, user-friendly web presence powered by Wordpress Multisite for 80 school websites and a robust district website serving over 40 departments.

Details:

This is an unpaid internship that can be utilized for university credit hours. The summer position begins June 1 and ends July 31. The fall position begins on September 14 and ends on November 14. Hours and schedule are flexible based on Learning Lab programs and intern's availability. All summer interns will be required to attend 2 out-of town day trips tentatively scheduled for June 24 (Pensacola, FL) and July 23 (Baton Rouge).

The Learning Laboratory is a diverse community of learners who engage in and create innovative educational experiences driven by passion and curiosity.

"The Learning Laboratory--where school ends and LEARNING begins!"

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