



## **SOCIAL AND DIGITAL MEDIA INTERN – JOB DESCRIPTION**

The Social and Digital Media Intern will play an active role in the development of CRF's online community. The intern will maintain CRF's presence on various social media platforms and help create and publish content that is relevant to our mission and our REALTOR® family. They will regularly analyze and report on the activity on social media networks, as well as the CRF website.

The intern will also assist in maintaining CRF's digital images, videos, and other content. They will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms, and the tools used to assess their performance.

### **RESPONSIBILITIES**

#### Social Media

- Update Facebook and Website Blog account.
- Respond to posts or comments to bring value to user's interactions with CRF.
- Post updates, news and announcements in a timely manner using appropriate content.
- Perform research to find articles, stories, resources or other content that is relevant to REALTORS® and post it to our Facebook page and Website Blog, in a manner that invites conversation and interaction.
- Update Facebook and Website accounts with current and relevant photos, video or other content from CRF's activities and fundraising events.
- Grow CRF's online social networks by increasing fan-base and interactions.
- Complete other social media projects as assigned.

#### Digital Media

- Take photos and videos of events to be developed into content for the CRF Website Blog and Facebook.
- Organize and archive digital images and videos.
- Complete other digital media projects as assigned.

#### Analytics and Reporting

- Use Facebook Insights to assess trends and activity on the CRF Facebook page.
- Review data on the performance of social media platforms and adjust plans or strategies to optimize reach.

### **REQUIREMENTS**

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented, with strong written and verbal communication skills.
- Experience with Microsoft applications. Experience working with Word Press a plus.

- Familiarity with mainstream social media platforms, including but not limited to Facebook, Twitter, Google+ and LinkedIn.
- Available to work 5 – 10 hours per week. Hours may vary depending on work flow.

**ELIGIBILITY**

This is a part-time unpaid internship and requires you to bring your own computer to complete internship projects and tasks.

Candidate must maintain a positive attitude under pressure, exhibit a strong work ethic and enjoy working with a wide range of personalities. This internship will benefit someone who is interested in Marketing, Community Relations and Nonprofit Management.

**To Apply**

Please send your resume and cover letter to: [bmoore@coloradorealtors.com](mailto:bmoore@coloradorealtors.com)