

LAKER EDUCATIONAL FOUNDATION: COMMUNICATIONS AND SOCIAL MEDIA INTERN

QUALIFICATIONS:

1. Must have excellent verbal, written and interpersonal communications skills.
2. Strong sense of visual communication and common design principles. Preferred to have experience using design software (Canva, Photoshop, etc.)
3. Have a solid understanding of the social media universe including Instagram, YouTube, Twitter, Facebook, blogs, etc.
4. Familiarity in website content management systems.
5. Ability to interact effectively with individuals and groups in a variety of settings, with persons of diverse backgrounds, experiences and agendas.
6. Current Prior Lake-Savage Area School students, preference to seniors and juniors.

REPORTS TO: Laker Educational Foundation Board

POSITION GOAL: To provide primary support to the Laker Educational Foundation in advancing their mission, values and goals by assisting with the development and implementation of a coordinated, communications program including social media, website content development and updates, electronic news and other methods of community outreach.

PERFORMANCE RESPONSIBILITIES:

1. Develop and update website to ensure it is accurate and consistent with LEF's brand.
2. Create, edit and publish web media (video, photography) to provide an interactive experience for visitors on the website.
3. Regularly look for ways to improve the website in areas such as navigation, interactivity, appearance, functionality and other factors to meet the changing needs of the foundation.
4. Responsible for developing content and maintaining regular activity on social media accounts.
5. Assist LEF Board with development of marketing materials, including newsletters, direct mail and internal communications.
6. Attend monthly meetings of LEF Board, and any other relevant meetings that may arise.
7. Perform other duties and responsibilities as assigned.

TERMS OF EMPLOYMENT: 6-8 months, a majority of tasks accomplished during the school year.
Position to begin immediately and conclude June 30th.

COMPENSATION: Stipend of \$3,000 will be paid upon timely completion of assigned deliverables and responsibilities. Intern will be hired as an independent contractor and will be responsible to submit earnings for tax purposes on their own.

EVALUATION: Performance of this job will be evaluated periodically throughout the year and at the completion of the year.

EVALUATOR: Laker Educational Foundation Board

Please send resume to lakeredfoundation@gmail.com

Application deadline is **Friday, November 5th at 4:00pm**