

## Alpha Sigma Alpha Employment Position Description – Digital Marketing Intern

The digital marketing intern is integral in building affinity and assisting in the growth of Alpha Sigma Alpha through innovative and intentional approaches to organizational communication. Working closely with the director of communications & marketing and the communications & graphic design coordinator, the digital marketing intern is committed to maintaining brand integrity and congruence by developing and implementing outreach and promotional campaigns to boost brand awareness, engagement and recognition with target audiences.

### Primary Responsibilities

- ◆ Assist with the design and execution of social media campaigns targeted toward current and potential members
- ◆ Identify and implement industry best practices in digital communications within Alpha Sigma Alpha communications strategy. Strategies include:
  - ◇ communications that highlight the member experience and promote Alpha Sigma Alpha membership
  - ◇ social media strategy that increases visibility, drives traffic and encourages engagement
  - ◇ event promotion strategy that drives registration and attendee excitement
- ◆ Create weekly and monthly editorial calendars to promote company and sorority membership on 5+ platforms
- ◆ Create and distribute content such as blogs, infographics, videos and press releases on social media
- ◆ Track social media engagement to identify high-performing ideas and campaigns for scalability
- ◆ Assist in the development of marketing training materials for collegiate chapters to encourage membership growth
- ◆ Perform other duties as assigned by the director of communications & marketing and & graphic design coordinator

**Job-Status:** This role is a part-time unpaid internship with up to 20 hours per week. However, we can offer credit for the internship. An on-site intern based in Indianapolis is preferred, but remote work can be considered.

**Reports to:** Director of Communications & Marketing and Communications & Graphic design Coordinator

### Qualifications:

- ◆ Exceptional organizational and communication skills—both written and oral, including public speaking
- ◆ Excellent internet research skills
- ◆ Mastery of the major social media platforms including Facebook, Instagram, TikTok, Twitter, Pinterest and LinkedIn
- ◆ Basic knowledge of social media analytics software including Facebook Insights, Instagram Insights and Twitter Analytics to track audience engagement and campaign performance
- ◆ Experience with content management systems, word processor applications and image/video editing software
- ◆ Understanding of digital marketing, including social media management.
- ◆ Proficiency in time management and project management
- ◆ Ability to prioritize, organize and execute multiple projects and tasks simultaneously
- ◆ Commitment to the vision of Alpha Sigma Alpha, customer service and member support
- ◆ Membership in Alpha Sigma Alpha or other fraternal organization preferred, but not required