

# CASA for the Highland Lakes Area

## Social Media Intern

### Overall Job Purpose

The Social Media Intern is responsible for coordinating and executing the organization's social media strategy, working across key social media channels including Facebook, Twitter and Instagram. This role will be instrumental in increasing our social media presence and gaining visibility for our brand within the communities we serve.

### Reports To

Shannon Heep, Executive Director

**Hours:** 15-20 hours weekly

**Salary:** \$8.00 per hour

### Qualifications

- Basic understanding of social media
- Intermediate to advanced computer skills
- Excellent written communication skills
- Familiarity with Microsoft Office products (e.g. Word, PowerPoint, Excel);
- Familiarity with Wordpress
- Proven written communication skills, and a passion for writing both short- and long-copy.
- An interest in marketing, communications, social media or reputation management;
- Personal use of Instagram, Facebook and Twitter
- Basic HTML knowledge
- Experience with Photoshop or other photo editing software
- Advanced experience in customizing social media platforms and/or additional experience with other social media.
- Basic videographer and photographer skills
- Above-average copywriting and editing skills (including AP style)
- Time management and organizational skills
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work
- Excellent attention to detail and a high motivation to learn
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges

### Key Duties

#### 1) Social Media Community Management

a. Assist with streamlining organization's social media accounts (e.g. Facebook, Twitter, Instagram, YouTube, and other social media platforms), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.

b. Increase the number of followers we have by following and engaging with potential stakeholders.

- c. Monitoring and replying to Tweets and comments from candidates and clients (under supervision from Executive Director)
- d. Posting content on a daily basis (both organization- and industry-related); and using posting scheduling tools
- h. Posting updates to the Organization Facebook account (under supervision from Executive Director)
- i. Build Facebook 'likes' by approaching potential clients and candidates through other social media channels and email marketing campaigns.
- j. Work with Executive Director to implement specific media campaigns

## 2) Coordinating and Distributing Content

- a. Attend a monthly brainstorming meeting with Executive Director to establish content ideas for the month ahead, and to plan for a monthly social media, editorial, and marketing calendar.
- b. Maintain a monthly social media calendar
- c. Help coordinate a guest writer program, one guest writer per month. Help to amplify this content through other social media channels.
- d. Help to create one piece of video content per month and post on YouTube.
- e. Repurpose content from other sources for our own social media channels (and understand how to change the tone of the content for each channel).

## 3) Understanding and monitoring social media analytics

- a. Track key social media analytics on a monthly basis, including Google Analytics, Bitly statistics, etc.
- b. Work with the Executive Director to build monthly reporting tools on social media analytics and performance against our 'baseline targets.'

## 4) Email Marketing and SEO

- a. Work with team to create and send one email broadcast per month around content ideas and keys jobs.
- b. Research free online directories to generate inbound links for SEO.
- c. Using Google, search on key words and look at our competitors' brands for forums and directories that we can sign up to generate in-bound links for our organization.

### **Options Under Consideration**

INTERNSHIP OPTION 1:           160 hours (15-20hrs/week)  
   On Site in Kingsland TX Office  
   3 Credit Hours / Weekly Reports to Supervising Teacher  
   \$8/hr

INTERNSHIP OPTION 2:        Minimum 60 hours  
   Work Remotely with One on Site Visit  
   1 Credit Hour / Weekly Reports to Supervising Teacher  
   \$8/hr

PART TIME JOB: 15-20hrs/week  
160hr probationary period  
Mixture of onsite and remote  
\$8/hr

### **Who We Are**

CASA (Court Appointed Special Advocates) for the Highland Lakes Area believes every child who's been abused or neglected deserves to have a dedicated advocate speaking up for their best interest in court, at school and in our community. To accomplish this, CASA educates and empowers diverse community volunteers who ensure each child's needs remain a priority in an overburdened child welfare system. When the state steps in to protect a child's safety because the people responsible for protecting them have not, a judge appoints a trained CASA volunteer to make independent and informed recommendations and help the judge decide what's best for the child.

CASA volunteers come from every walk of life and share a commitment to improving children's lives, a willingness to learn, and an open mind towards life experiences different from their own. Volunteers complete an interview, background checks and a 30-hour intensive training program including courtroom observation. After being sworn in by a judge, volunteers are appointed to a child or family of children and spend an average of 15-20 hours a month advocating for these children for the lifetime of a case. They get to know the child while also gathering information from the child's family, teachers, doctors, therapists, caregivers and anyone else involved in the child's life. Judges highly value CASA's recommendations which help them make informed decisions in the child's best interest.

CASA for the Highland Lakes Area serves five counties: Burnet, Blanco, Llano, Lampasas and San Saba. We are passionate about ensuring that no kid falls through the cracks while they are experiencing the most vulnerable time in their lives. Due to the methamphetamine crisis, there has been an incredible increase in the number of children removed from their homes. In 2010, the program served 222 children. In 2017 that number had risen to 444 children. A 100% increase in just the past seven years.

### **To Apply**

Interested and qualified students should submit resume and cover letter to

Shannon Heep

Executive Director

CASA for the Highland Lakes Area

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