



Job Title: Social Media Marketing Intern

Position Type: Internship

Hours: Flexible (10-15 per week), Fall and Spring Semester opportunities

Reports to: Community Engagement Officer

ORGANIZATION: Life House is an innovative nonprofit organization serving at-risk and homeless youth ages 14-24 located in downtown Duluth, MN. Focusing on Positive Youth Development through housing stability, educational support, economic security, improved health, and connection to community, Life House programs assist youth who are homeless or at risk of homelessness to overcome poverty, trauma, mental illness, low educational achievement and joblessness to transition to independent living.

SUMMARY: Supports social media marketing efforts of the Life House's organizational accounts, Legitimate Hustle Program (LHP) youth job training program business accounts, and the youth center outreach accounts under the guidance of the Community Engagement Officer.

FOCUS AREA DUTIES AND RESPONSIBILITIES – Social Media Marketing Intern:

- Assist in management and content development for Life House's social media accounts on Facebook, Instagram, Snapchat, and Twitter
- Work with Life House program managers to develop content appropriate for specific accounts including Youth Center Outreach and Legitimate Hustle Program business accounts
- Consistently publish on each account maintaining and supporting Life House's brand and voice.
- Support Life House's overall marketing efforts with the Community Engagement Officer

Other duties and responsibilities:

- Develop healthy and helpful relationships with homeless and street youth while maintaining professional boundaries; demonstrate kindly assertiveness in setting limits with youth.
- Perform other duties as may be assigned by Executive Director, Community Engagement Officer, or Development Officer

QUALIFICATION REQUIREMENTS:

Education: Pursuing or received a degree in a related field – communications, marketing, sociology, etc.

Qualifications:

- Demonstrated excellence in organizational skills and attention to detail
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- Demonstrated ability to think strategically and thorough understanding of strategic development
- Demonstrated knowledge of and ability to work effectively with youth with a variety of identities, cultures, and backgrounds including ethnic/racial minorities and LGBTQ youth
- Ability to pass a criminal background check

TO APPLY:

Send resume and cover letter to info@life-house.org

Applications will be reviewed on a rolling basis