

CORE HOURS:

We expect this position to require a minimum of 15 hours/week though more is preferred based on student's schedule. We will be happy to work with the student and his/her course schedule to accommodate as needed. The desired core work schedule is M-F 3hrs/day. This can be adjusted and the time of day can be flexible. But whatever schedule is agreed upon must be consistent.

DUTIES and RESPONSIBILITIES:

- Manage company Facebook fan pages for each product (currently 5) and both corporate pages (2).
 - Monitor engagement and reply as directed to fan comments/inquiries
- Develop engagement strategies
 - Research and define means to increase followers
 - Develop and implement strategies designed to both increase followers as well as increase fan engagement
 - Assist in the development/production of media that will help achieve these goals
- Implement and monitor all strategies and work with company to refine as needed
- Research and present to company “best practices” on FB campaigns—what’s working in social media and what isn’t?
- Look beyond FB for ways to increase the company’s visibility and access to market
 - Work with company to develop strategies to access those channels and engage users

QUALIFICATIONS:

- Proficiency in MS Word, MS Excel, and MS Outlook a MUST.
- Creative, out-of-the-box thinker
- Excellent communication skills—written and verbal.
- Ability to prioritize projects and strong problem solving skills.
- Good research skills (internet-savvy) and attention to detail.
- Strong foundation of social media platforms, especially Facebook, a MUST.
- Excellent telephone skills.

ADDITIONAL:

- Dress code: Business casual with occasions requiring professional business attire, only conservative ear piercing acceptable, no facial piercings or facial tattoos.
- We are a non-smoking/smoke-free environment.
- Must be comfortable around dogs (esp. no allergies to dogs).
- Signing a Non-Disclosure Agreement is required.
- Signing a Waiver/Media Release (agreement to use) your likeness (image/photo) highly preferred.
- Intern will receive Film Production Staff Credit for any project(s) worked on in both the film crawl and IMDb.

This intern position is UNPAID but has the potential to lead to a part-time, paid position with NEW SHEPHERD FILMS.