



**HARTFORD COMMUNITIES  
THAT CARE, INC.**

[www.hartfordctc.org](http://www.hartfordctc.org)

**Job Title:** Social Media Intern

**Reports to:** Jennika Lebron, Marketing and Branding Associate

**Tentative Start Date:** February 1<sup>st</sup>, 2023

**Job Summary:** The social media intern will work with the communication department to help build the organization's online presence.

**Job Description**

- Work with marketing associate to plan and execute social media strategies
- Create and publish content to a variety of platforms
- Interact with the community and audiences
- Optimize content so that it is engaging on those channels
- Generate, edit, publish, and share content to support social media strategies
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and the act of the information
- Develop working knowledge of all agency programs to be able to communicate effectively through social media outlets
- Check in with directors of each department regularly to make sure social media stories reflect the most recent events
- Perform all other duties assigned by supervisor or director(s)

**Requirements**

- Have a solid understanding of how each social media platform works
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills.
- Positive attitude
- Must have a laptop
- Work 15 hours a week

To apply, please submit resume to Jennika Lebron via email [jlebron@hartfordctc.org](mailto:jlebron@hartfordctc.org)

If you have any questions, please contact Jennika Lebron at 860-937-6189 or [jlebron@hartfordctc.org](mailto:jlebron@hartfordctc.org)