

**THE CROSSROAD
SOCIAL MEDIA INTERN**
JOB DESCRIPTION | FALL 2021

ABOUT THE CROSSROAD

The Crossroad aims to help transform society through equipping leaders, empowering organizations, and redefining what it means to be a person of influence. Through the power of value-based decision making, we invite people to take ownership of their journey. The Crossroad provides practical tools for living a life of influence. These tools equip people and organizations to impact the world through transformed character, effective leadership, and cultural engagement.

The Crossroad is a collection of resources that invites leaders to make choices that align with their true character and influence the world around them. **Yellow Balloons** is one resource that takes a deep dive into the three things you can control—one of the Servant Leadership Tools (another resource)—to explore the power of perspective to transform individuals and organizations.

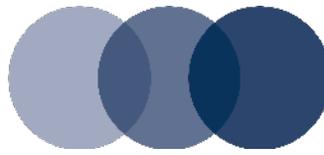
The Social Media Intern is responsible for maintaining the social media for The Crossroad, which is the hub for all of these resources, as well as for the Yellow Balloons brand.

REQUIREMENTS

- 10 hours per week (can work up to 20 hours per week)
- Pay: \$20/hour
- Internship credit (if desired)
- Communication and collaboration with Marketing Coordinator
- Must have your own computer

RESPONSIBILITIES AND DUTIES

- Run all social media accounts and maintain online brand presence for both brands, posting a diversity of content 3x a day, 5 days a week for The Crossroad and Yellow Balloons
 - Accounts for Yellow Balloons:
 - Facebook
 - Twitter
 - Accounts for The Crossroad
 - Facebook
 - Twitter



- Instagram
- LinkedIn

- Plan and execute marketing campaigns across social media platforms
- Maintain Promotional Calendar for The Crossroad and Yellow Balloons
- Create goals and objectives to increase following and growth on socials
- Maintain branding aesthetics, following proper style guidelines for graphics
- Communicate all campaign objectives, timelines, planning and results with team
- Collaborate with The Crossroad team to execute marketing campaigns on social media in accordance with company launches and relevant events
- Prepare social media marketing activity reports and metrics for measuring success regularly
- Maintain Google Drive hosting all social media documents
- Maintain login information for all social media accounts
- Willingness to expand knowledge by learning new skills and about new programs to implement into social strategy
 - Increasing knowledge of SEO
 - Increasing knowledge of Google Ads (as well as Facebook and Instagram ads)

SKILLS AND QUALIFICATIONS

- Ability to create graphics for social media content
 - Familiarity with (at least 1) Photoshop/Illustrator/Indesign/Canva/etc.
- Familiar with social media platforms, including: Facebook, Instagram, Twitter, LinkedIn
- Up-to-date with current social media trends
- Not required, but a great plus:
 - Familiar with Google Ads
 - Familiar with Facebook/Instagram ads
- Flexibility, organizational skills, ability to creatively communicate organization's message and mission through social media platforms, adaptability, eagerness to learn and passion for social media, ability to self-govern and ability to manage one's own time, collaboration with the rest of the team