

## **EPCC marketing intern proposed job description**

Educators for Peaceful Classrooms and Communities Inc. (EPCC) is a non-profit organization whose vision is that every child has a fair, just and safe life in the home and community. We educate caregivers of children in ways of being peaceful. We do this by offering trainings, workshops, and resources including a quarterly newsletter for educators and individuals caring for young children and operate a website full of additional resources. We hold the values of peace, social justice, collaboration, fairness, compassion, respect, safety, equality, and equity.

### **Skills and Experience**

Good writing skills for social media

Experience using Facebook, and Instagram and the details for posting on those platforms

Familiarity and enthusiasm for issues of diversity, equity and social justice especially as they relate to children

Work collaboratively

Learn quickly and be self motivated

Excellent organizational skills

### **Desired but not required:**

Familiarity with Facebook ads and boosts, Canva, and Hootsuite

Experience writing marketing copy

Experience developing and maintaining a following on Facebook and Instagram

Experience creating or maintaining a business's presence on Facebook and Instagram

### **Job Description**

Help EPCC expand our presence and visibility in social media

#### **Phase I**

- Work with a content mentor (Wilma Gold) through regular meetings to acclimate, design a strategy and know where and how to look for content (dos and don'ts)
- Work with tech/marketing mentor (Shira Coleman) to strategize around boosting posts and creating ads (dos and don'ts)
- Become familiar with the EPCC organization, values, mission, and philosophy
- Become familiar with EPCC branding, and content we create on our website and newsletter
- Set up Canva with EPCC Brand Kit
- Set up Hootsuite to be able to plan out automatic posting to Instagram and Facebook
- Translate content from EPCC members and partner organizations into social media style posts
- Provide draft posts to EPCC your content mentor for review
- Schedule and post on behalf of EPCC, on Facebook and Instagram on an agreed schedule
- Bring any trolling or upset from followers/public to the attention of your content mentor immediately. Work with content mentor for dos and don'ts of responding
- Research what is being posted related to social media about diversity, equity and social justice by other organizations and thought leaders

## Phase II

- Begin to identify content more independently from EPCC that would be good to post on social media
- Work with EPCC content mentor to glean and create content for posting
- Work with EPCC content mentor around interaction/dialogue with followers and public on Facebook and Instagram
- Bring any trolling or upset from followers/public to the attention of your content mentor immediately
- Delete inappropriate comments and inform content member of all such incidents
- Familiarity with what like minded, partner and potential partner organizations are posting on social media
- Work with EPCC content mentor to select like minded organizations content for reposting, linking and referencing
- Work with EPCC tech/marketing mentor to learn and create ways to design, link, share content from other organizations or EPCC platforms (dos and don'ts)

## Phase III

- Become a regular presence on social media for our organization
- Identify new material forward to the webmaster for EPCC
- Post trending activities for educators, and families for example
  - Engagement posts/conversations
  - Downloadable activities to play with children
  - Staff education activities
  - New childrens' books or games reviews
- Pass along opportunities for grants, events, donations, fundraising etc. to EPCC members

## Time and Compensation

6 month internship with possible extension

4 hours per week to begin

\$20 per hour – paid as a \$1700 honorarium, in monthly installments

## Types of posts:

Quotes/inspiration

Engagement questions

Images

Links to resources

Downloadables

Invitations- (sales)

Activities and events

Connections to partner organizations/like minded groups

Reposts of other's content

## EPCC Social Media Intern Application

To apply for the EPCC Social Media Intern position please submit your resume or CV and respond to the following questions:

1. What skills and or knowledge would you bring to this position?

2. Why would you like to be a social media intern for EPCC?

Please send the above information to:

EPCC Planning and Development Committee  
Joyce Daniels  
joycean@sbcglobal.net