

**Bowie State University Federal College Work-Study Position Description**

**Title:** *Social Media Intern*

**Department:** Center for Research and Mentoring of Black Male Students and Teachers (CRM-BMST).

**Department Approval By:**

**Date:** January 15, 2023

**REPORTS TO:** Director, Center for Research and Mentoring of Black Male Students and Teachers (CRM-BMST).

**PURPOSE:** The Social Media Intern will assist Center for Research and Mentoring of Black Male Students and Teachers create, launch and publish our various social channels such as Facebook, TikTok, Twitter, Instagram, YouTube, and LinkedIn.

**DUTIES & RESPONSIBILITIES:**

- Work alongside the CRM-BMST team to create a plan for social media strategies
- Assist in the growth of the brand by raising awareness through various social media platforms.
- Monitor postings to ensure brand message is constant from the terminology used to images posted.
- Aid in the weekly updates of promoting the CRM-BMST campaigns.
- Interact with followers and potential customers by communicating and answering questions through the company's social pages.
- Assist in implementing plans to increase followers on popular social media websites such as Facebook, TikTok, Twitter, Instagram, YouTube, and LinkedIn.
- Help create content as dictated by the monthly editorial calendar to promote CRM-BMST initiatives, sales, blogs, and products.

**REQUIRED KNOWLEDGE, SKILLS & ABILITIES:** General Knowledge of Social Media Platforms and their functionality.

**MINIMUM TRAINING & EXPERIENCE:** The applicant should have the ability to promote the Centers content on social media. To be successful in this role, he/she should have experience with digital publishing. Please share samples of your work (portfolio or links published social media) along with your application, specifically work posted on Facebook, TikTok, Twitter, Instagram, YouTube, and LinkedIn, etc....

**CONDITIONS OF EMPLOYMENT:** Applicant must meet all requirements establish by BSU to secure Work Study position.