



Social Media Coordinator

Related areas: **Marketing, Advertising, IT**

Location: **Santo Domingo, Dominican Republic**

Length of assignment: **12 to 15 weeks**

Hours per week: **25**

Type of Organization:

A non-profit organization dedicated to improving living conditions by using technology as a tool to reduce poverty levels in vulnerable communities.

Project Profile:

Create a sustainable presence on the most popular social media sites (Twitter, Facebook, YouTube, Google+, etc.) to attract the attention of an audience interested in collaborating financially.

Objectives of Internship:

- Create and manage various social media accounts (Facebook, Twitter, Google+ & YouTube, etc.)
- Create a manual for the strategic management of social media networks
- Study our social media audience/followers and write a report on the findings
- Work closely with fundraising coordinator to develop a fundraising plan
- Attend a weekly meeting through Skype with the organization's management
- Implement search engine optimization tools (SEO, Google Analytics)
- Be an ambassador of the foundation
- The intern may be asked to carry out other related tasks

Requirements:

- Applicant must currently be a student in marketing, advertising, information technology or other related areas
- Bilingual (English and Spanish)
- Ability to use standard applications of MS Office: Word, Power Point and Excel
- Manage Social Media Networks (Facebook, Twitter, Google+, YouTube)
- Ability to adapt in a multicultural atmosphere
- Good communication skills (oral and written)
- Ability to work in a team

Opportunities:

- Develop multicultural awareness
- Gain professional experience in your area of study
- Develop skills in leadership, creativity and innovation