



Miami-Dade County Animal Services Social Media Intern Job Description

Miami-Dade County Animal Services (ASD) is one of the largest no kill shelters in the United States. Since 2015, ASD has saved more than 90% of the pets in its care. In addition to serving the community through adoption events, volunteer/foster programs, low-cost spay/neuter services, and pet retention, ASD also safeguards the safety and security of pets through innovative anti-cruelty programs and initiatives.

ASD is seeking a compassionate, energetic, animal-loving and talented social media intern to help us grow engagement on our social media channels. The position requires a broad skillset in various design disciplines, as well as a highly motivated attitude, deadline oriented and self-starter mentality. Day to day focus will be on the creation of compelling video and photographic content and copy to promote adoptions, special events and program activities. The ideal candidate must be comfortable working with dogs of all sizes, cats and kittens.

RESPONSIBILITIES/ REQUIREMENTS

- Provide persuasive, compelling copy tailored toward digital content for each social network channel
- Participate in online social networks on a professional level: Facebook, Twitter, and Instagram
- Knowledge of social media strategies and search engine optimization
- Must have excellent written and verbal communications skills.
- Work well under pressure and with minimal supervision.
- Knowledge of online tracking tools preferred (Google Analytics, etc.)
- Work with Adobe Creative Suite, particularly InDesign and Photoshop, Office Suite, Prezi, PowerPoint and video editing software

LEARNING OBJECTIVES

- Learn the essence of designing and creating visual content to attract community engagement
- Facilitate proper attention points to address information regarding product, company, or industry
- Acquire tactics that will attribute to social media traffic in order to achieve goals
- Gain persuasive and compelling knowledge tailored towards digital platforms

EDUCATION, SKILLS AND EXPERIENCE: Preference for candidates pursuing a degree in Communications, Marketing, Journalism or a related field with some experience in public relations, media and/or marketing. Desired skills include: excellent written/verbal communication skills and working knowledge of Microsoft Office, Prezi, Adobe Creative Suite, PowerPoint and video editing software.

Reports to: Marketing & Media Relations Coordinator

This internship opportunity is open to high school and college students.