



CleveLawn is a local non-profit organization that was established in 2019. Our mission is to reduce violence and poverty throughout Cleveland. With our workforce development model, we help these communities by training them with the skills and behaviors required for success in workforce. CleveLawn focuses on breaking down the barriers of entry for second chance citizens, individuals in long term recovery, and at-risk youth. Our vision is to beautify and sustain marginalized communities in the greater Cleveland area.

This is an excellent opportunity for students interested in pursuing a career in social media marketing. As a Social Media Manager Intern, you will gain hands-on experience in managing social media accounts and promoting brands to a wider audience.

### **Job Description**

**Position:** Social Media Handler

**Status:** Part-time, 10-15 hours per week

**Salary:** Unpaid, credit offered upon completion of the internship

**Duration:** Summer 2023

**Reports To:** Director of Programs and Human Resources

Responsibilities:

- Conduct interviews with CleveLawn staff and community partners
- Create and curate engaging content for our social media platforms (Instagram, Twitter, Facebook, LinkedIn, Website, etc.)
- Monitor and respond to comments and messages on our social media accounts
- Develop and implement social media campaigns to promote our products/services
- Analyze and report on social media metrics to measure the success of our campaigns
- Collaborate with our marketing team to ensure social media content aligns with our overall marketing strategy.
- Stay up-to-date with social media trends and best practices

Qualifications:

- Must be currently enrolled in an accredited college or university
- Strong writing and communication skills
- Familiarity with social media platforms and tools
- Creative and innovative mindset
- Ability to work independently and in a team environment
- Basic knowledge of marketing principles
- Prior social media management or related experience is a plus
- Media and video editing experience preferred
- Effective communication skills, Excellent written, verbal, and interpersonal skills
- Ability to work independently and creatively in a fast-paced environment
- Proficient with Microsoft Office, Word, Excel, Outlook,
- Active (agile) project management experience is a plus

Please send resume and cover letter to Devon Ventura, Director of Programs and Human Resources at [Dventura@Clevelandhomeohio.org](mailto:Dventura@Clevelandhomeohio.org).