



702 S. Commerce  
Lockhart, TX 78644  
(512) 398-2818

Position Description: Social Media & Web Intern

Location: Lockhart Chamber of Commerce

Status: Non-Exempt, Unpaid Internship

Reports to: President but under coordination with Director of Membership and Programs

#### Job Summary:

This position will develop and execute social media & web strategies that translate into projects to promote Chamber members, the Lockhart Chamber of Commerce, and the annual Chisholm Trail Roundup. This position must develop, execute and manage social media and marketing strategies across multiple brand platforms. This position is responsible for developing and managing the content, process and systems that support the Chamber's social media & web strategy while working closely with Chamber staff. The Social Media Intern will assist with building and execution of the Chamber social media content, program, and overall strategy.

#### Essential Duties and Responsibilities:

1. Help develop and implement a social media plan outlining strategies to achieve communications and marketing goals.
  - a. Identification of goals.
  - b. Execution of social media strategies and tactics.
  - c. Track and measure performance and success metrics.
2. Analyze, research and provide input on the most effective and cost efficient method(s) of executing social media efforts.
3. Under supervision, serves as a point person and/or liaison for the social media program, online communications, and social networks of the Chamber, as well as addressing content responses and promoting new and on-going initiatives and outreach efforts.
4. Assist in developing social media policy and ensure the Chamber's social media style and strategy policy is followed.
5. Attend Chisholm Trail Roundup Committee Meetings and Chamber Board Meetings as needed. Update Chisholm Trail Website along with Chamber website and Chamber Facebook page.
6. Performs other duties assigned.

#### Essential Knowledge and Abilities:

1. Ability to think critically from a strategic perspective and also creatively from an integrated marketing perspective.
2. Ability to collect and organize information for program use.
3. Ability to establish and maintain effective working relationships.
4. Ability to use independent judgment, initiative and discretion in performing the duties assigned.
5. Computer, information technology and social media skills.
6. Communication skills:

- a. Excellent verbal and presentation skills.
- b. Excellent writing and editing skills.
- c. Strong interpersonal skills.
- d. Effective listening and an ability to communicate effectively.

Qualifications, Training and Experience:

1. Minimum of two years of post-secondary education with educational emphasis in the areas of marketing, advertising, journalism, and communications or other vary closely related filed of communications.
2. Six months experience in the field of social media. Focus areas may include:
  - a. Online community management such as creating and participating in social networks.
  - b. Web writing and design.
  - c. Shooting, editing, and posting of photos & videos.
  - d. Blogs, RSS feeds, media platforms.
3. Have access to own personal computer, internet, smart phone and other requirements in order to complete job tasks.

Hours: 20 hours average per week for 10 weeks.

Internship to begin March 5, 2018

Send Resume to:

Christie Pruitt, President/CEO  
Lockhart Chamber of Commerce  
PO Box 840  
Lockhart, TX 78644  
cpruitt@lockhartchamber.com