

Job Description:

Social Media & Interactive Intern

Summary:

Develop strategy and maintain social media presence for BGSU Dining. Social media consists of website enhancements, blog via Wordpress, maintain presence on YouTube, Facebook, LinkedIn, Twitter and others as appropriate.

As primary editor of social media, you will need to research, write and post on behalf of BGSU Dining. Intern will be required to take direction from Marketing Assistant and Marketing Director. Use appropriate tools to provide management with metric reports. Use on-line and off-line social networking techniques for collaboration with people inside and outside the university. In addition this position will need to lead new initiatives and come up with strategies to build the current base and increase engagement.

Responsibilities:

Develop and maintain plan for organization's Internet presence.

Perform continuous enhancements and modifications to blogs and social media outlets.

Assess new standards, technologies and trends, and formulate plans for future enhancement to social media strategies.

Use latest syndication and blogging tools with HTML, when appropriate.

Ensure blog(s) are accessible from a variety of different environments and push to other websites and discussion groups.

Ensure images are delivered to the viewer at sufficient high speed and quality.

Creates image links and ensure links are up to date.

Work with web designer to troubleshoot and repairs bugs and problems.

Respond promptly to blog comments and email

Provide metrics of traffic statistics, reports and blog comment feedback to appropriate areas.

Research, write/edit and create layout for new articles and features.

Interface collaboratively with PR, web design team to insure cohesiveness between blog(s) and corporate web site.

Create and manage Youtube video projects

Attend Dining events and post videos, pictures and comments about the event in real time.

Assist management in identifying opportunities, based on new developments in social media

Perform other duties, as assigned.

Minimum Requirements:

Possess engaging conversational writing skills with a professional posture. Must be computer and Internet/search engine savvy to perform online research. Must thrive in a fast paced, entrepreneurial environment. Must be proactive and have a strong desire to learn social media and apply practical learning to enhance Internet presence for BGSU Dining. Would prefer a current junior or senior at the undergraduate level.

Skills required:

Technical

- * Ability to evaluate new and evolving social media technologies.
- * Solid understanding of all sections related to the anatomy of a blog and WordPress
- * Ability to utilize reporting tools for analysis of traffic, referral links and reader demographics
- * Knowledge and understanding of current editing, authoring tools, and related social media technologies.
- * Ability to utilize computerized word processing, blogging and internet software.
- * Knowledge and understanding of internet operations and functionality
- * Ability to evaluate new and evolving technologies.
- * Skill in the use of computerized blog layout and design software.

Writing

- * Proofreading and editing skills.
- * Ability to create, compose, and edit written materials.
- * Ability to write simply with a conversational style

Social Networking

- * Strong interpersonal and communication skills and the ability to work effectively

with a wide range of constituencies in a diverse community.

- * Present professional, but friendly posture with colleagues and throughout the Internet

- * Collaborate with internal departments to enhance online presence

- * Act as ambassador and liaison for company with the Internet community