



## **Social Media Intern**

The Athens Area Humane Society rescues and protects companion animals by providing for their wellbeing, uniting them with loving homes, and advocating for a compassionate society. We envision a society where all dogs and cats have a loving home and the bond between pets and people is celebrated. Founded in 1899, AAHS is among the first charitable organizations in Athens and one of its most beloved. Thanks to the generosity of individual donors, small family foundations, and legions of community volunteers, AAHS helps, heals, and homes more than 4,000 pets annually.

### **Position Overview**

Reporting to the Marketing & Communications Manager, the Social Media Intern will provide critical social media support to promote and enhance the connection of AAHS supporters in and around the Greater Athens area. The incumbent will assist in the creation and promotion of content that creates meaningful experiences between AAHS's brand and its audience, leading to direct engagement and, ultimately, brand loyalty. The incumbent is responsible for executing delegated internal and external marketing and communications content, ensuring consistent and engaging branding and messaging. She/he/they will assist in generating content for social media, production of marketing collateral and copy, and updating AAHS's website. This position may be performed remotely at the discretion of the successful candidate and supervisor.

### **Roles & Responsibilities**

- Expand, engage, communicate with, and maintain followers through popular social media platforms.
- Create and/or collaborate on the development of written communications, including social media posts.
- Monitor and respond to posts and inquiries in a timely, personal, and professional matter.
- Execute delegated promotional strategies to promote AAHS' goals and activities.
- Report insights from analytic tools to monitor engagement and track current trends.

### **Qualifications**

- Excellent written and verbal communication skills with demonstrated ability to communicate ideas clearly and persuasively.
- Task-oriented and highly organized, with superior time management skills and strong critical thinking ability.
- Ability to generate creative content appropriate for specific audience segments, adhering to AAHS policies and brand guidelines.
- Self-starter with initiative, commitment to immediate follow-through, and the ability to work independently and in a team dynamic.

- Enthusiasm for AAHS's mission and its commitment to being donor-centered in all that we do as an expression of individual and collective organizational values.
- Drive and determination to master various social media platforms (e.g., Facebook, Instagram, TikTok, Youtube, etc.) and other relevant social media tools.
- Commitment to maintaining the highest standard of professionalism, meticulous attention to detail, and professional integrity.
- Positive attitude, sense of humor, and contribution to a culture of collaboration

## **Physical Demands & Work Environment**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or finger, handle, or feel objects or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus. The noise level in the work environment is usually moderate.

## **Disclaimer**

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees are required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

## **Diversity, Equity, & Inclusion Statement**

We work to recruit diverse candidates and ensure our team members have all the tools they need to be successful. Our mission is most effectively fulfilled through proactively supporting the values of equity, inclusion, and diversity. Diversity may be measured by, but is not limited to, differences in age, ethnicity, race, gender identity, sexual orientation, economic circumstance, class, religion, disability, geography, and profession. We acknowledge and respect the many differences that comprise thriving communities and seek diversity in our staff to ensure that a range of perspectives, opinions, and experiences are recognized and acted upon in achieving our purpose. We intend to promote a fully equitable animal welfare sector that justly represents and serves all our constituencies. Consequently, we strongly encourage applications from candidates of color, LGBTQ+ identity, and other historically marginalized communities.