



# Social Media Manager – Intern

## Job Summary

The California Department of the Disabled American Veterans (DAV) is looking to direct focus toward social media to engage with our Veterans—and we need your help. There are approximately 2 million veterans in California, and only 20% of them are aware that there is assistance out there for them.

We are seeking a social media manager to maintain and grow our company's social networks in order to educate veterans about the DAV as well as about the benefits they are provided through various sources of advocacy and programs. As a social media manager, you will update social networks and curate content to gain new followers. You will also create new social marketing campaigns, build brand recognition, and manage all published company content. While working with web analytic tools to track campaign progress and researching industry trends, you will maintain an active social presence and reply to customer inquiries. A successful social media manager will collaborate with the Communications Specialist, the Director of Operations, and the CEO to align company messages, promotions, and goals.

## Social Media Manager Duties and Responsibilities

- Develop and implement social media brand strategies, campaigns, and plans to build brand/company awareness
- Oversee day-to-day management of campaigns and ensure brand consistency
- Create, maintain, and grow new and existing social networks, including Twitter, LinkedIn, Pinterest, YouTube, FourSquare, Instagram, Google+, Facebook, and others
- Manage company blog and editorial calendar that aligns with social updates
- Monitor social media progress using web analytic tools
- Incorporate optimization strategies, analyze data, and research best ways to increase traffic
- Review success of campaigns and develop ways to improve
- Plan paid social media advertising strategies and budgets
- Drive engagement with social media influencers
- Resolve customer issues through social media
- Create engaging written and visual content for blog
- Research new media platforms, trends, and industry opportunities
- Provide feedback from social media trends and research; relay it to business strategists
- Write effective, concise copy for multiple platforms, websites, and social networks

## Social Media Manager Requirements and Qualifications

- Excellent verbal and written communication skills
- Knowledge of Photoshop, Illustrator, and Google Analytics
- Proficient computer skills, Microsoft Office Suite (Word, PowerPoint, Outlook, and Excel)
- Knowledge of Search Engine Optimization (SEO) best practices
- Experience with technologies and best practices for web design, web production, and creative design across multiple platforms
- Experience identifying and creating campaigns for target audience
- Excellent analytical and time-management skills
- Strong project management skills with ability to supervise multiple projects

Please send Cover Letter and Resume to [RGraves@DAVCal.org](mailto:RGraves@DAVCal.org)