

Social Media Intern

The ideal candidate will be a creative thinker, clear communicator, enthusiastic with rock star social media skills.

The Digital Team at 104.9 the River exists to encourage connections and share Jesus in Central Ohio through radio digital marketing and social media. You must be a creative thinker who fully understands that making a positive impression via social media with listeners and clients is very valuable. You must be a great communicator, organized, enthusiastic and dependable.

Responsibilities:

- Researches and stays up to date of all social media trends, platforms and developments
- Demonstrate success in large scale social media experiences devised to increase brand awareness, brand differentiation, loyalty and ultimately advocacy.
- Develops regular content for use in social media (including Twitter, Facebook, YouTube, Pinterest, Instagram)
- Creates successful strategies using Facebook, YouTube, Twitter, Pinterest, Instagram and other social media tools.
- Create and update spreadsheets to gauge numbers, insights and engagement
- Work closely with the graphics team to develop graphics for social media platforms.
- Experience with Adobe Creative Suite a plus.

Requirements:

- Must be enrolled in a college or university
- Preferred majors: Communications, Public Relations, and Marketing, but not required
- Able to participate in the internship from end of May to Mid-August.
- Character consistent with The River's Core Values:
 - Build Relationships with Open and Honest Communication
 - Deliver a Wow Experience
 - Embrace Fun
 - Take Risks
 - Grow From Failing

– Be Humble + Serve Others

– Own It

- Minimum of 15-20 hours in-office weekly

Benefits of the Internship:

- Hours for credit (this is an unpaid internship, but you are able to receive credit hours from your College or University).
- Invaluable experience and exposure in marketing and promotions within the radio industry
- Behind the scenes experience with Christian Music Broadcaster's 2014 Large Market Station of the Year
- Participation and Exposure within the entire digital team.

Please email your resume to Olivia Lomeli at Olivia@1049theriver.com.