



Township of Lakewood

MUNICIPAL BUILDING
231 THIRD STREET
LAKEWOOD, NEW JERSEY 08701
732-364-2500 • FAX: 732-994-4568



DEPARTMENT OF HUMAN RESOURCES

Patricia A. Komsa

January 2, 2018

The Township of Lakewood's Department of Economic Development has an internship opportunity available.

SOCIAL MEDIA INTERN

Description

Forward-thinking, fast paced municipality looking to hire an intern with strong knowledge and understanding of the digital media landscape. The Social Media Intern is responsible for independently coordinating and executing social media strategy, working across key social media channels including Facebook, Twitter and LinkedIn for the Township of Lakewood's Department of Economic Development. The intern hired for this position will need strong critical thinking skills as well as excellent writing ability in order to integrate into our organization. It is our hope that an intern will gain a great deal of online and workplace experience.

This role offers the intern an opportunity to work closely with key members of staff and to obtain practical experience with social media, digital communications and marketing in a business environment. This role will be instrumental in increasing our social media presence and gaining visibility for the Township.

Responsibilities

- Contribute to website in various ways
- Monitor and post on blogs, forums, and social networks
- Online outreach and promotion using Facebook, LinkedIn, Twitter, and more
- Social media optimization
- Preparation of e-newsletters
- Database maintenance for business community information

Key Duties

1) Social Media Community Management

- Ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- Increase the number of followers we have on social media platforms



2) Coordinate and distribute content

- Coordinate with staff on the design and content of e-newsletters and social media
- Maintain social media calendar

3) Understand and monitor social media analytics

- Track key analytics and make recommendations for improvement or expansion

4) Email marketing

- Work with staff to generate email broadcasts.
- Assist in and contribute to publishing a quarterly newsletter

Key Skills Required for the Role

- Proven written communication skills, and a passion for writing both short- and long-copy.
- Excellent verbal communications skills.
- An interest in marketing, communications, social media or reputation management;
- Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office products (e.g. Word, PowerPoint, Excel);
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work;
- An entrepreneurial attitude;
- Excellent attention to detail and a high motivation to learn;
- A proactive, service-focused attitude towards clients and the team you support internally;
- An ability to remain calm under pressure and a robust/resilient attitude towards challenges;
- An ability to prioritize work and complete tasks with quick turnaround times; and
- The ability to work collaboratively with a team.

Salary and Hours: \$10/hour, 7-10 hours per week

Majors wanted: Advertising, Marketing, Digital Media, Business, Public Relations

Please email cover letter and resume with **"Social Media Intern"** in the subject line no later than February 1, 2018 to the attention of :

Patricia Komsa, Director of Human Resources

pkomsa@lakewoodnj.gov

or mailed to 231 Third Street, Lakewood, New Jersey 08701

The Township of Lakewood is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity and sexual orientation, national origin, disability status, protected veteran status, or any other characteristic protected by law.