

SUMMER INTERNSHIP – Social Media and Communications

BikeWalk NC is a membership-based, statewide advocacy organization promoting non-motorized transportation choices for residents of and visitors to NC. Our mission is to inspire and support advocacy and educational efforts throughout North Carolina for an environment that fairly and equitably accommodates bicyclists, skaters, pedestrians, and others using human-powered active transportation. [www.Bikewalknc.org](http://www.Bikewalknc.org)

Position Description:

We seek a dynamic, self-starter to assist in marketing, communications, and membership efforts.

Responsibilities:

•   Help monitor, grow, and enhance BikeWalk NC’s social media presence on platforms including Facebook, Twitter, and Pinterest.

* Help develop digital content including legislative alerts, blog posts, memes, press releases, and news items.
* Update and maintain social media presence, including daily monitoring, posting, and reporting Facebook updates
* Assist with social media metrics reporting on a weekly/monthly basis, utilizing tools such as Facebook Analytics, Crowdbooster, etc. to assess our competitive social media performance.

•  Assist in planning and writing monthly e-newsletter

•  Search for relevant events (bicycle rides, races, partner fundraising events, etc.) and post on our statewide calendar of events

•  Update the organization’s website regularly

•  Create comprehensive database of targeted businesses and community organizations for partnership and membership

* Meet at least weekly with executive director to review work and plan for next week

Qualifications:

* Must be an avid and sophisticated consumer and user of social media, and have familiarity and experience with Facebook, Twitter, Pinterest, YouTube, Instagram and other platforms.
* Working toward a college or graduate degree (sophomore level and up), preferably in a related field (e.g., Marketing, Communications, Advertising, Public Relations, Business Administration, Environmental Science)
* Passion for bicycling and/or walking, environmental issues, sustainability a preference
* Must be computer literate (working knowledge of word processing, PowerPoint, Excel). Proficiency in Adobe InDesign and Photoshop highly desired.
* Knowledge of HTML, website content management and graphic design a plus

This part-time internship opportunity, 10-20 hours per week with flexible hours, is available immediately and reports to the Executive Director. This is an unpaid internship with possible opportunity for course credit (internship/experiential education).

**Please submit a cover letter along with your resume to** **Lisa@BikeWalkNC.org** **or call (919) 830-4243.**