



## **Bridging The Gap Internship**

*Connecting Environment, Economy, and Community*

[bridgingthegap.org](http://bridgingthegap.org)



Bridging The Gap (BTG) works to make the Kansas City region sustainable by “connecting environment, economy and community,” and is the leading organization in the area providing environmental education and volunteer action through more than 1,500 volunteers annually.

**Name of Internship:**      **Social Media Intern**

**Length of Internship:**      **Fall 2021**

### **Internship Description**

The Social Media Intern will learn about nonprofit work and environmental action and advocacy and then apply that knowledge to create relevant and engaging social media content as a participant on the social media team. There will be a small monthly stipend to support phone and internet use. Work will be a combination of office and remote.

### **Primary Projects**

- Support Bridging The Gap’s social media accounts while gaining experience working from a nonprofit perspective on social media platforms including Facebook, Instagram, LinkedIn, Twitter and YouTube.
- Assist with content strategy, planning, writing, editing, production, approval and publishing, and collaborate with program staff across the organization.
- Review social media conversations, activity and organization mentions across platforms, and advise staff about those conversations and trends.
- Compile monthly measurement reports and explore ways to improve performance.
- Gain hands-on experience testing ideas and new functionality

### **Skills/Experience Needed**

- Currently enrolled student with major in communications, graphic design, or related field
- Strong familiarity and experience with social media community management, strategy, content development, and analytics
- Curious, creative, proactive, and highly responsive
- Strong written and oral communication skills with a keen eye for detail
- Basic computer skills with Excel, Canva, and Hootsuite preferred.
- Demonstrated ability to work independently
- Knowledge/experience with sustainability/environmental issues not necessary

**Time Commitment:** Flexible      **Days/Week:** 2-3      **Hours/Week:** 10

To apply, please send a cover letter, resume to [volunteer@bridgingthegap.org](mailto:volunteer@bridgingthegap.org) and reference the name of the internship for which you are applying. **Application deadline: August 20, 2021**