

Learn and Earn- Systemic Flow Marketing and Social Media Specialist

Anticipated Start and End Dates:	September 21 - December 11
Job Address:	Work from Home
Hours Per Week:	15-20
Preferred Days of Week:	Monday - Friday (with some weekend)
Work Hours:	Flexible (preferably during the day)
Pay Rate and Travel Stipend:	\$18/hour and one-time \$160 travel stipend
Internship Class:	INT-299 Internship Course taken during Fall 2020

Organization Overview:

STEM careers provide exciting opportunities for breaking the norm and offering upward mobility and economic security to women and minorities. At sySTEMic flow, we plan to supplement girls with access to prerequisite courses in their STEM track and connect them with other leaders in the field which will give our students the educational tools that will open doors to collegiate and employment opportunities in the STEM field. Our long-term impact is to increase STEM diversity and have women of color be the forefront leaders in these industries and improve economic opportunities for minority women.

Job Description:

sySTEMic flow is seeking an enthusiastic and creative candidate, interested in learning how to support the branding efforts of a startup organization. Our **Marketing and Social Engagement intern** will use a variety of social media platforms to cultivate relationships and communicate the success and progress of the program. Working as a Marketing and Social Engagement specialist will allow you to gain hands-on skills and lead efforts in an area of high impact for black women in STEM.

Major responsibilities:

- Redesigning website to include SEO, services offered, tutoring services, booking online, store option, etc
- Create creative content and strategies for our website, e-newsletter, Twitter, Facebook, and LinkedIn account
- Curate and identify trending topics in the press, social media, and popular culture relevant to sySTEMic flow and tap into them to build brand awareness
- Align social campaigns with organizational brand strategy, and create social media outreach around fundraising and messaging/awareness campaigns and special events
- Manage and track the growth and impact the organization's social media presence and suggest actionable steps to increase engagement on existing and new channels
- Communicate results of our social activity with the CEO on a weekly basis
- Report engagement metrics from website and all social media platforms
- Grow following on all social media platforms
- Develop a marketing plan for organization to identify target audience
- Participate in special projects and perform other duties as assigned

Intern will take INT-299 Learn and Earn Internship Course during Fall Semester (this course is paid for as you would all other courses)

Basic Qualifications:

- Interested in Marketing, Writing, Social Media, STEM, Education, or Business
- Creative genius with an analytic approach to the work
- Must be a self- starter with a good work ethic
- Must have great communication, time management and organizational skills
- Knowledge and understanding of social media and digital platforms including experience with Facebook, Twitter, Instagram and Google+
- Eager, energetic and ready to learn
- Ability to work independently with minor supervision
- Excellent organizational skills and high attention to details with ability to handle multiple campaigns simultaneously
- Experience with Google Analytics/AdWords or Social Media Management Tools are a plus

Desired Qualifications:

- Some college or current college student – preferably a student majoring in Business or Marketing
- Familiarity with creating websites on Wix
- Excellent written and verbal communication skills
- Proficiency in Microsoft Office Suite
- Creative with willingness to share new ideas on how to improve our branding efforts

To Apply:

Go to GradLeaders and apply today! <https://bhcc.edu/gradleaders>

Questions?

Katie Colello - Learn and Earn Coordinator • Office: B-101E • 617-936-1943 • kvcolell@bhcc.mass.edu