

Bright Endeavors Social Media Intern

Job Description

Department: Social Enterprise

Supervisor: Marketing and Engagement Manager

FLA: Internship

Location: Bright Endeavors – 4015 W. Carroll Ave

Job Summary: Bright Endeavors (BE) is a thriving social enterprise. Since 2010 we have employed more than 650 young moms in our soy candle manufacturing business. Our workforce program and products have received national attention, with growing retail and wholesale markets. The BE Media intern will have a unique opportunity to work on seasonal campaigns, monitor multiple social media platforms, analyze, and report critical data.

Key Job Responsibilities:

- Understands the overall concept of the company, including the brand, customer, product goals, and all other aspects of service.
- Helps with social media accounts and content posts.
- Monitors various social media platforms such as Facebook, Instagram, and Twitter.
- Learns and becomes proficient in internal software systems.
- Analyzes data to gauge the success of campaigns.
- Assists in creating performance reports.
- Provides suggestions to management for improving customer experience on social platforms and internal processes.

Qualifications:

- Commitment to and passion for the New Moms mission.
- Minimum of Associate degree or education equivalent.
- Strong interpersonal, verbal, and written communication skills.
- Experience working in a fast-paced environment.
- Intermediate to advanced software skills.
- Professional interest/experience in social media marketing and online engagement.

Performance Benchmarks:

- Provides timely reports on business performance indicators.
- Develops competencies in MRP and Salesforce software.
- Provides content and analytics for on-going campaigns.

Other Considerations:

- As we safely navigate Covid-19, staff/interns work a hybrid model, with approximately 25% of their time in the office. Computer equipment and supplies will be provided to work from any location.
- Whether at home or in the office, staff/intern must be available to work during normal business hours between 9:00 am and 5:00 pm.
- Interns will be invited to participate in agency-wide events and will have ample notice for scheduling.
- The internship will provide “real-world” experience, which may be eligible for college credit.

Next Steps:

Applicants can submit a letter of interest and resume through Chicago Semester staff. Successful candidates will be invited for an interview and asked to complete an application.