



Social Media Intern (1-Year Commitment, 5-10 hours/week)

Position Title: Social Media Intern

Location: Hybrid (In-Person at PPLA PCS, Baltimore, Maryland & Remote)

Commitment: 1 Year (5-10 hours per week)

Reports To: PPLA PCS Team - Marketing & Community Committee Chair

Position Overview:

PPLA PCS is seeking a **Social Media Intern** for a **1-year commitment**, working 5-10 hours per week, to help carry out our school's social media strategy and enhance our online presence. This internship is ideal for a **college student or higher** who is passionate about social media management, education, and digital communication. The intern will execute pre-developed social media strategies, manage platforms, engage with followers, and monitor the effectiveness of campaigns to increase our visibility and strengthen PPLA PCS's online engagement.

Responsibilities:

- **Social Media Execution:** Implement and schedule content for Instagram, Facebook, Youtube, and other platforms according to the established social media strategy.
- **Content Management:** Use tools like Hootsuite, Buffer, or others to schedule and post content, ensuring a consistent and timely presence across platforms.
- **Engagement:** Monitor and respond to comments, messages, and interactions on social media, helping to foster a positive and engaging online community.
- **Live Event Coverage:** Assist with real-time social media coverage of school events, programs, and initiatives to highlight PPLA PCS's impact.
- **Analytics & Reporting:** Track social media performance and engagement metrics, providing feedback and insights to the Communications Manager for ongoing optimization.
- **Trend Awareness:** Stay informed about social media trends, platform changes, and best practices to ensure content remains fresh and aligned with current trends.



- **Collaboration:** Work closely with consultant(s) and other PPLA PCS team members to ensure social media content supports organizational goals and messaging.

Qualifications:

- Current **college student** or recent graduate pursuing a degree in marketing, communications, digital media, or a related field.
- **Strong writing, editing, and communication skills** with the ability to craft engaging content for a variety of audiences.
- **Proficiency** in using social media platforms (Instagram, Facebook, Twitter, LinkedIn) and content creation tools (e.g., Canva, Adobe Spark).
- Experience using social media management tools (e.g., Hootsuite, Buffer) is a plus.
- Ability to manage time effectively, work independently, and meet deadlines with attention to detail.
- Strong interest in **education, school/community-focused marketing**, and social impact.
- **Commitment to a 1-year internship** with a weekly time commitment of 5-10 hours.

Benefits:

- Gain **hands-on experience** in social media management, digital marketing, and content execution.
- Build a **portfolio** with real-world social media campaigns and engagement metrics.
- Opportunity to work with experienced communications professionals and gain valuable insights into the education sector.
- **Flexible work schedule** to accommodate academic commitments.



- Possibility of **academic credit** (if applicable) for the internship.

How to Apply:

Please send your resume, a brief cover letter, and links to any social media platforms or portfolios you've worked on (if available) to infopplapcs@gmail.com and subject line "social media intern".