

## Social Media Intern

**Prevent Child Abuse (PCA) Georgia** is a statewide non-profit organization dedicated to preventing child abuse. PCA Georgia leads, supports, and coordinates citizens and professionals in a comprehensive effort to end child abuse.

Our Communications department has an excellent opportunity immediately available for a Social Media Intern. (Spring 2010 semester) We are looking for a college or graduate-level individual who can assist us with developing a social media strategy and help us learn us how to maximize our brand online.

The Social Media Intern will work directly with the management team to **develop and drive** our social media strategy on networking sites like **Facebook, Twitter**, and through **our own website**. You will be the voice for PCA Georgia on these sites – managing conversations, promoting fundraising, community events, services, and more.

Principal duties and responsibilities include:

Develop and implement creative social media campaigns and facilitate conversations that generate awareness and encourage user participation within social networking and user discussion forums.

Maintenance of our website through Macromedia Contribute – a simple, Word-based, web-editing software.

Monitor the social community and actively participate in the conversation; chatting about PCA Georgia or a related topic.

Analyze and report on online discussion and activity in relation to all campaigns.

The successful candidate will possess the following qualifications and experience:

- Must be familiar with Facebook and Twitter.
- Must understand the use of blogs and have active accounts on at least one online social network.
- Access to a computer away from the office.
- Strong Internet research skills.
- A passion for new media and technology.
- Responsible, dependable and well organized.
- Exceptional writing skills and attention to detail.
- Ideally the candidate would possess experience with some image editing software and a willingness to learn image editing and website maintenance.

Please submit concise cover letter and resume to [williamr@pcageorgia.org](mailto:williamr@pcageorgia.org)

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