



**POSITION DESCRIPTION:** Social / Digital Media Intern / Volunteer

**REPORTS TO:** Executive Director

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| <b>TYPE OF POSITION:</b> | Program / Outreach | 20-40 hours/week | Compensation: Stipend, bus passes, course credit possible |
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**GENERAL DESCRIPTION**

Transportation Riders United (TRU) is a 501(3)(c) nonprofit organization based in downtown Detroit and dedicated to improving public transit throughout greater Detroit.

TRU is seeking a skilled individual experienced in promoting messages through a variety of online and social media tools to be part of a team that will grow a movement in support of more and better regional transit in southeast Michigan.

The Social Media Intern or Volunteer will work with the Executive Director to plan and implement online and social media communications and media strategies that will help build understanding and support of regional transit improvements and investments. Work is primarily done from TRU’s downtown Detroit office; some offsite work available.

**PRIMARY RESPONSIBILITIES**

- Assist in communicating TRU’s messages to people throughout southeast Michigan through online/social media in order to build support for transit improvements and investments and encouraging people to take action
- Assist the Executive Director in developing social media strategies that reach diverse targeted populations throughout southeast Michigan
- In conjunction with the Executive Director, develop, edit, post and promote attractive compelling content for TRU’s website, Facebook, YouTube and Twitter accounts; potentially launch new Instagram account
- Recommend strategies for effectively utilizing Google Ads and Facebook Ads to enhance outreach
- Develop, edit, and post online a series of brief, compelling videos in partnership with Community Engagement interns and community stakeholders
- Produce analytical reports that measure impact of online initiatives and recommend improvements
- Participate in internal (TRU) and external (coalition) planning and strategy meetings as requested.
- Other responsibilities may be assigned by the Executive Director or Assistant Director as needed.

### REQUIRED SKILLS AND ABILITIES

- Excellent written and verbal communication skills.
- Strong writing and editing skills; ability to produce clear, concise online materials.
- Excellent computer skills, including website experience, proficiency of Microsoft Office applications (Word, Excel, Outlook, Power Point), Google Drive, and office equipment, and at least basic HTML.
- Substantial experience working with a variety of social media technologies, including YouTube, Facebook, Twitter, etc.
- Ability to work under supervision of others and work cooperatively with groups.
- Good time management and project management skills. Able to effectively organize and prioritize workload, reliably meet deadlines and goals and pro-actively communicate progress and problems
- Good problem solving and troubleshooting skills
- Good at record-keeping and reporting, including creating and maintaining databases and other documents and handling confidential information
- Reliable transportation

### DESIRED SKILLS AND ABILITIES

- Experience in video editing and production.
- Public relations, media, graphic design experience
- Experience or familiarity with social change advocacy, community engagement, and/or community-based and business organizations in Southeast Michigan
- Familiarity with public transit providers, plans and projects in southeast Michigan

### EDUCATION REQUIREMENTS

- High school diploma and some college coursework required

**TO APPLY**, submit a resume and cover letter to Megan Owens at [Info@DetroitTransit.org](mailto:Info@DetroitTransit.org) with **“Social Media Application” in the subject**. Resumes received by April 13 will receive priority consideration.

References and background check may also be requested.

Posted: 4/2/2015

Close: 5/13/2015

500 Griswold, Suite 1650, Detroit, Michigan 48226

Phone: (313) 963.8872 • Fax: (313) 963.8876

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