

# YOUTH CELEBRATE DIVERSITY

## Role Description – Social Media Intern

### Purpose

The Social Media Intern is responsible for creating social media campaigns and posts, as well as tracking analytics for social media campaigns, to promote YCD programs and services..

This role reports to and works closely with YCD's Executive Director.

### Primary Duties and Responsibilities

1. Assist with the design and execution of social media campaigns. Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets.
2. Create and execute against weekly and monthly editorial calendars.
3. Track social media engagement to identify high-performing ideas and campaigns for scalability. Respond to comments and DMs.
4. Conduct social media and influencer research.
5. Support the YCD team at live and virtual events.

### Qualifications

The ideal candidate is a college student who is passionate about social justice and inclusion, and who is an alumnus of the YCD program, or a similar program.

We are prioritizing candidates in Colorado, but are open to candidates with the right background and experience located elsewhere in the country.

Qualifications include:

- A deep understanding of one's own identity and privilege, and an ability to engage others on these topics in an honest, transparent and constructive manner.

- The ability to effectively mentor, facilitate and guide adults as well as young people through challenging conversations, including topics such as identity, race and ethnicity, stereotypes, understanding political differences or current events, and more.
- Passion, idealism, integrity, a positive attitude, and an enduring commitment to support all young people.
- Deep knowledge of social media platforms, most importantly TikTok, Instagram, YouTube, and Facebook.
- Competency with computers, including use of e-mail, word processing software, spreadsheets, and related software. Some computer training will be offered as part of this role.

## Working Conditions

This is a part-time internship position requiring 10 hours per week. There is flexibility on when these hours will be performed, though a standard schedule will be agreed upon at the start of the internship.

The candidate must work from home in all cases. The candidate is expected to use their own personal computer and home Internet access to fulfill the duties of this role.

## Compensation and Benefits

This position pays \$18 per hour. There are no employee benefits aside from the hourly wage.

## Application Process

Please contact Caleb Munro at [cmunro@ycdiversity.org](mailto:cmunro@ycdiversity.org) to express interest in the role.

## Equal Employment Opportunity

Youth Celebrate Diversity is an equal opportunity employer. We will not discriminate and will take affirmative actions/measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.

# About Youth Celebrate Diversity

YCD is a youth-led leadership and activism training program, where students ages 11-18 can build community, develop their identity and self-confidence, learn critical skills for advocacy and changemaking, and ignite a passion for advancing inclusion and justice in our communities. Learn more at [ycdiversity.org](https://ycdiversity.org).