



# American Society of Plant Biologists

*Cultivating a better future through plant biology research*

## Social Media and Digital Communications Intern

### DESCRIPTION SUMMARY:

The successful candidate will assist with and gain further experience in the digital communications and marketing functions for ASPB, reporting to the Director, Digital Strategy. The Social Media and Digital Communications Intern will assist with developing and editing social media posts, monitoring social media engagement, tracking metrics, formatting/updating content on the organization's websites and email communications, and providing assistance with other digital communications initiatives.

This internship position can be virtual or on-site. It is a temporary position for up to one year and does not include benefits, but can be extended at ASPB's discretion. Working days and hours are flexible, and will be agreed upon prior to start date. Hours can range from 10-20 hours per week (or more) but cannot exceed 960 hours in a 12 month period.

To apply: Send cover letter and resume to [info@aspb.org](mailto:info@aspb.org) with subject line: SMD Intern

### Responsibilities:

- Creating and editing social media posts (YouTube, Twitter, Facebook, LinkedIn, etc.)
- Replying to comments and messages, and reporting findings to the team
- Tracking and analyzing the growth and the impact of social media on our business
- Uploading videos to YouTube
- Identifying other organizations/users to follow/friend/like our business
- Organizing and posting photos/content for our social media accounts
- Creating updates and edits for our organization's websites and blogs
- Writing press releases
- Other duties as assigned

### Requirements/Qualifications:

- Must be a current undergraduate or graduate student at an accredited college/university

- Must maintain a minimum GPA of 2.75 or higher

**Required Skills:**

- Excellent written and verbal communication; strong writing and editing skills
- Proficiency with social networks management and configuration
- Ability to think and write accurately, creatively and with sensitivity to ASPB's stakeholder audiences
- Knowledge of basic HTML and content management systems (WordPress in particular)
- Knowledge of social media platforms – YouTube, Twitter, LinkedIn, Facebook, Google+, etc.
- Knowledge of online communities
- Ability to contribute individually, and participate in cross-functional teams
- Proficiency with Microsoft Office Suite, Skype, and Microsoft Outlook

**Preferred Skills/Interests/focus:**

- Major/degree in plant science related field
- Interest in science communications
- Knowledge of graphic design software – Photoshop, Illustrator, etc.
- Basic photography and/or videography skills