



## Social Media Engagement Internship

Victory Garden Initiative is a non-profit organization that builds communities who grow their own food as a way of life, creating a community-based, ecologically sustainable, socially just and nutritious food system for all. We are a small, dynamic and rapidly growing organization seeking the right team member to join us in changing Milwaukee's landscape into a lush, food-producing city.

### Position Description:

The Social Media Engagement Internship is an opportunity to expand your knowledge of urban food production, gain connections with the Milwaukee food scene, and hone great communication skills while supporting the creation of a more sustainable and socially just food system. This internship will provide experience in community engagement, public speaking, networking, and relationship building. This is an unpaid internship - students that qualify for school credit are encouraged to apply. Interns can also be hard-core volunteers that are not students!

The goal is to gradually achieve exceptional people engagement and intimacy, website traffic and revenue by strategically using all aspects of the social media marketing roadmap.

**Reports to:** Mission Advancement Coordinator

### Schedule and Duration:

Fall Internship	Spring Internship	Summer Internship
September 1 - December 31	January 1 - May 31	June 1 -August 30
10-15 hours/week	10-15 hours/week	10-15 hours/week
Schedule is determined by the Intern and Mission Advancement Coordinator the time of hire.		

### Location:

1. Victory Garden Initiative Office - 1845 N. Farwell Ave. Suite 100, Milwaukee, WI 53202
2. Various outreach events across Milwaukee
3. Habitat for Humanity - 3726 N. Booth St. Milwaukee, WI 53212 (Spring Internship only)

### Learning Opportunities and Duties:

- Work from Victory Garden Initiative office 10-15 hours per week, 2-3 days per week; evening and weekend availability.
- Promote upcoming VGI events, classes and programs via social media, promotional materials, our website, and other creative, grassroots means.
- Create and update detailed organizational materials, production tracking, budget evaluations, and activity reports.



- Join relevant conversations on behalf of VGI and “soft sell” VGI participation by providing support and information to prospective participants.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Assist in creating editorial calendars and syndication schedules.
- Assist in capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Collaborate with VGI Staff to manage reputation, identify key players and coordinate actions.
- Collaborate with VGI Staff to develop a monthly content calendar to support upcoming programs & new product intros. Help to identify what is buzzworthy, unique and timely.
- Identify unique ways to promote VGI in a natural way on each social media platform.
- Write fun, engaging captions & social copy, promoting a fun and energizing VGI presence.
- Stay in the know with changes to platforms to enable quick adjustments to our approach.
- Learn and understand the entire digital user experience to reinforce consistency in social content.
- Daily community management/customer service responses. Active social listening amongst channels to identify unreported customer experiences.

### **Qualifications:**

- Full understanding of major social media platforms.
- Aptitude for detail management and commitment to deadlines
- Ability to balance multiple tasks and work independently
- Clear communication skills when working with venues, partners, donors, and all people that come together to make VGI programs happen
- Proficiency in Google Suite, MS Office and basic website design
- Flexibility and adaptability
- Available ten to fifteen hours per week during 8:30-5:30 business hours
- Interest in food system issues
- Ability to work in a team and on your own
- Good communication skills
- Flexibility and adaptability
- Biology, agriculture, environmental, nonprofit management, marketing, or sustainability student preferred.

The Social Media Engagement Intern is crucial to the success of our programs. In addition to general organizational and program needs, this intern can expect to take part in events and activities that take place at our many outreach fun events as well as the Victory Garden Urban Farm.

To apply: Please send cover letter, resume, and three references to [helpusgrow@victorygardeninitiative.org](mailto:helpusgrow@victorygardeninitiative.org) with the subject line: Internship Program - (note this position). If possible, please combine into one PDF document.

Application Due Dates: **April 15** (Summer Internship), **August 30** (Fall Internship), **November 15** (Spring Internship)