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## Social Media Intern Job Description

### Minimum Requirements:

- ❖ College graduate or currently enrolled in two or four year degree program
- ❖ Passionate about social media
- ❖ Experience with a wide variety of social media tools
- ❖ Excellent writing skills, both creative and technical
- ❖ Highly detail oriented
- ❖ Strong team player
- ❖ Very organized
- ❖ High degree of professionalism
- ❖ Technologically savvy
- ❖ Experience with Photoshop, Dreamweaver, and Final Cut Pro are a plus
- ❖ Ability to work around a dog

### Job Description:

This position is responsible for increasing client engagement and maximizing web presence for several of our websites through social media such as Facebook, Twitter, Google+, blogging, and email campaigns. Main job duties consist of monitoring and engaging on several social media platforms; providing concise, intelligent, and creative copy; and tracking social media metrics.

This position will be required to learn about all the camp offerings of all our camps in order to effectively write content and manage social media. Candidates should be extremely quality-oriented, self-driven, and have an array of skills and experiences to bring to this position. This position will work out of our office headquarters in Ogden and will report to WB Surf Camp's Operations Manager.

### Responsibilities:

The Social Media Intern's responsibilities are listed below but may not be limited to this list.

- ❖ Create and maintain a content editorial calendar
- ❖ Monitor and engage on various social media platforms
- ❖ Prepare biweekly newsletters for WB Surf Camp and monthly for Sea Turtle Camp
- ❖ Brainstorm topics for blogs, newsletters, and social media sites
- ❖ Write twice weekly blogs consisting of 300-400 words
- ❖ Create inventory of blogs and Facebook posts
- ❖ Communicate exciting social media news (internal and external)

### Desired Traits:

- ❖ Ability to remain focused in a fast paced, stressful, and noisy environment
- ❖ Excellent critical thinking skills
- ❖ High attention to detail and strong organizational skills
- ❖ High level of competence in Social Media
- ❖ Strong written and oral skills
- ❖ Extremely professional phone manner
- ❖ Outgoing and well-spoken with a professional demeanor
- ❖ Team player with a positive attitude, even when things are not going according to plan

- ❖ Comfortable with a demanding work schedule during the summer months
- ❖ Must have a willingness to work the hours necessary to get the job done, especially when important deadlines arise
- ❖ Must be able to work 40+ hours per week from June – August and 40 hours per week from September – May. No vacations may be scheduled from May 15 - September 15
- ❖ Must have your own reliable vehicle
- ❖ Ability to work around dogs

### **About Surf Camp Inc:**

Surf Camp Inc. is a leader in the growing world of learn-to-surf adventure camps. Its brand symbolizes a long-standing commitment to technical instruction expertise and ocean safety awareness which is evident in their three main core values: "Safety, Learning, and Fun!" They develop and conduct a diversified mix of summer camps for kids and teens, as well as adult travel adventure programs.

The reputation of Surf Camp Inc. is based on over a decade of facilitating safe, educational, exciting programs that fully immerse individuals of all ages into the world of surfing, the marine environment, and environmental conservation. Their goals are to safely and professionally teach individuals how to surf, ignite an immediate love for the ocean, create a passion for life, and instill a desire to protect our environment.

As a company, and as individuals, Surf Camp Inc. and its staff are committed to leading a passionate, healthy, proactive, and environmentally conscious lifestyle. Their contagious, positive attitudes fuel their lives to fully enjoy everything the ocean has to offer, reduce their impact upon it, set a positive example, and share their stoke with the rest of the world.

For further information about Surf Camp, Inc., you are invited to take a look at our world at [www.wbsurfcamp.com](http://www.wbsurfcamp.com)