

Community Engagement

Description

We're looking for a Community Engagement Intern at It's Fetch to serve as an integral part of our online community. The Community Engagement Intern will be responsible for building an active and engaged community around a defined topic or topics by following editorial calendars, monitoring online conversations and participating in those conversations to build an active, and thriving community. Furthermore, you will assist the department head in carrying out digital health education events such as AMAs and Fireside Chats among other projects and support online community growth efforts.

The goal is to establish a presence as a safe space and go-to community for women as well as to integrate our messaging into the community in a compelling and valuable way. The Community Engagement Intern will be assisting in the moderating User Generated Content that appears and escalating any issues to the team.

We're looking for someone who considers social media their medium, is great at telling stories online, and can easily take on a unique voice when speaking to an audience. They think in engagement, are full of ideas, know best practices for growing an audience, and always have their finger on the pulse of what's coming next. In this role, the Community Engagement Intern will work directly with our Community Manager and Advisor.

Responsibilities include but are not limited to the following:

Community Engagement

- Assigned to the It's Fetch Community Engagement Team (CET), the Community and Engagement Intern is responsible for posting across various social media platforms for It'sFetch and identifying organic opportunities to engage in these channels.
- You will report to our Community Growth Lead, for audience engagement and branding.
- Crafting and writing copy for engagement, replies or mentions to Community Manager that fall outside of our guidelines (community rules)
- Social listening for partners and finding proactive engagement opportunities from our community and those outside of our online community
- Offer suggestions and direction for editorial content for partner's handles based on social listening and proactive engagement
- Oversight of direct engagement in community management activities
- Collaborates with Brand to revise Brand voice and persona
- Maintains a strong awareness of emerging community engagement activities and presents to the leadership team
- Intelligence, Analytics, and Reporting
- Generates thought-provoking reports, recommendations, and business cases

- Scope of reporting includes but is not limited to product insights, community insights, as well as cultural, industry, and competitive trends

Engagement Activities and Projects

- Assist Community Growth Lead in the research and development of community engagement activities (AMAs, Fireside Chats, Surveys, etc.)
- Assist with the development and implementation of engagement activities by developing materials for presentations, developing announcements, reminders and surveys.
- Developing surveys and analyzing data
- Provide written reports on each activity and areas of improvement.

Other

- Participate in weekly team meetings and meet with research supervisor

Pre-Requisites

- Bachelor's degree required
- GPA Minimum of 3.00
- Proficient in English and strong communication skills
- Leadership experience in an organization
- Dynamic and creative with high energy. Brings a positive can-do attitude, is a team player and is eager to show his/her entrepreneurial spirit by treating this brand as his/her own
- Physical/Work Requirements: Working at a computer for extended periods of time
- Part-time position (Unpaid)