



SHARP Literacy Marketing and Social Media Intern

About Us:

SHARP Literacy is a unique, caring, non-profit organization dedicated to raising the bar, bringing educational opportunities to children in Milwaukee and Waukesha County.

How YOU will benefit from this internship:

- Real life experience in the world of a non-profit organization making a difference in the community
- Unlimited networking opportunities
- Professional Development
- One-on-one coaching from some of the best and brightest employees in the business
- Ability to be creative
- Learn new marketing and social media techniques
- Attend internal and external events
- Flexible days and hours

Primary Responsibilities:

- Assist in maintaining, updating and streamlining all SHARP Literacy social media platforms ensuring uniform content and tone of voice for landing page and graphics
- Increase the number of SHARP Twitter followers by following and engaging potential donors, volunteers, partners, etc.
- Build Facebook "likes" through other social media channels and email marketing campaigns
- Create and maintain social media calendar
- Post updates to the SHARP Literacy LinkedIn account
- Support staff with sharpliteracy.org updates and creative ideas
- Take ownership of scheduling and overseeing programs like Reading with the Golden Eagles, Read Across America, and others
- Snap photos of the SHARP program and events in and around Milwaukee and Waukesha County
- Create promotional pieces for public relations, media, newsletters, annual reports, etc.
- Monitor and track statistics and create dashboards on a monthly basis based on Google Analytics, LinkedIn, etc.

Qualifications and Skills:

- Passion for SHARP's mission
- Knowledge of and experience with Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Experience with social media analytics, including Google Analytics
- Experience with Adobe Creative Suite
- Proficient in Microsoft Office Products
- Excellent written skills
- Attention to detail skills
- Ability to have fun

Ready to APPLY? Submit the following to Nandini Sinha at Nandini@sharpliteracy.org

- Cover letter showing your interest
- Updated résumé