



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
- 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; casual dress

Primary Responsibilities:

- Write social media posts, articles for newsletters and informational text for invitations, brochures and flyers
- Maintain and update all SHARP social media platforms
- 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
- Maintain social media calendar
- Create print and electronic promotional pieces for public relations, media, newsletters, annual reports
- Support staff with sharpliteracy.org updates and creative ideas
- Take photos of the SHARP program and events in and around Milwaukee and Waukesha County
- Monitor and track social media activity
- Support events as required

Qualifications and Skills:

- Excellent and demonstrable written skills with portfolio of newsletters, brochures and projects created
- Knowledge of and experience with Facebook, Twitter, Instagram
- Experience with social media analytics
- Proficient in Microsoft Office Products, especially Publisher
- Attention to detail

Ready to APPLY? Submit the following to Catherine Best at catherine@sharpliteracy.org.

- Resume, cover letter and work samples