



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 urban elementary students 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:

- Assist in maintaining and updating all SHARP Literacy 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
- Support staff with sharpliteracy.org updates and creative ideas
- Take 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 social media activity
- Create projects based on your own interest
- Support events as required

Qualifications and Skills:

- Passion for SHARP's mission
- Knowledge of and experience with Facebook, Twitter, Instagram
- Experience with social media analytics
- Proficient in Microsoft Office Products – Word, Excel, Publisher, PowerPoint
- Excellent written skills
- Attention to detail

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

- Cover letter showing your interest
- Résumé