



## Social Media Internship

Bayou City Waterkeeper in Houston, Texas, seeks a Social Media Intern through our paid internship program for Spring 2024. The Social Media Intern reports directly to Bayou City Waterkeeper's Communications and Narrative Change Manager.

### Internship Description

The Social Media Intern will be passionate about Social Media, have a strong understanding of various platforms, and possess excellent communication skills. This internship opportunity will provide valuable hands-on experience in managing special media channels and creating content to help grow our online presence. Because most of the work for this internship may be done remotely, interns will need to have access to a personal computer at their homes.

### About Bayou City Waterkeeper

Bayou City Waterkeeper is a water justice organization working across the [Lower Galveston Bay watershed](#) that encompasses greater Houston for more than two decades. With law and science, we work with local communities to build power, fill gaps in regulatory enforcement, and push back against water injustices and irresponsible development. Our key program areas are Clean Water, Protecting Wetlands, and Just Climate Transitions. Learn more on [our website](#).

### Our Values

Recognizing the complexities of our watershed, the challenges we face to protect our waters from the harms of urban development and industrial activities, and the importance of being responsive to the needs of the communities we serve, our work is guided and informed by five values:

- **Interconnectivity:** Collaborate across disciplines and create multiple ways to engage
- **Fluidity:** Embrace movement and adaptability in our work
- **Bold action:** Have hard conversations, disrupt dysfunctional systems, create new frameworks, bring together unconventional allies, and move data and research into action
- **Justice and equality:** Call out and act to undo inequities in our watershed
- **Regeneration:** Embrace water as a site for healing, joy, celebration, reflection, and growth

### Responsibilities

\*Collaborate with our Communications and Narrative Change Manager on all tasks and other staff as needed.\*

- **Content Creation:** Assist in creating compelling and visually appealing content for social media platforms like Facebook, Instagram, Twitter, LinkedIn, etc. This may include graphics, images, reels, and videos that align with our voice and objectives.
- **Social Media Scheduling:** Assist in scheduling and publishing posts on social media platforms using a scheduling platform.



- **Research and Trends:** Stay current with social media trends, platform updates, and best practices to propose innovative ideas and strategies.
- **Campaign Support:** Assist in supporting and executing social media campaigns.
- **Analytics and Reporting:** Assist in tracking social media performance metrics and contribute to reports on key metrics such as engagement, reach, and follower growth. Utilize insights to suggest improvements and optimize content strategies.

#### Qualifications & Requirements

- Strong written and verbal communication skills.
- Proficiency in major social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc).
- Basic knowledge of social media analytics and reporting tools.
- Experience using canva.
- Creative thinking and ability to generate engaging content ideas.
- A genuine interest in social media and a willingness to stay updated with trends.

*(If you are an international student, we cannot review your application unless you are part of a program that arranges your paperwork; we cannot arrange an H1B visa.)*

#### Hours, location, and funding

The Internship will run 12 weeks each semester. The Internship will be supported by a \$1800 stipend for an average of 10 hours of work per week. As needed, we will work with interns interested in earning academic or pro bono credit for their work or relying on external funding. Depending on funding, the Internship may be renewed for additional semesters. This work will take place virtually, with weekly coordination with our Communications and Narrative Change Manager and other staff as needed.

#### Application materials

Please submit the following to Marleen at [marleen@bayoucitywaterkeeper.org](mailto:marleen@bayoucitywaterkeeper.org):

- A 2-3 paragraph email that identifies the internship you are applying for and explaining why you would like to serve as an intern.
- Up-to-date resume
- Portfolio or examples of your previous social media work (if available)

Thank you for your interest. Applications will be reviewed on a rolling basis. To receive priority consideration, please submit applications by February 28, 2024. All interviews will be via Google Meet.

*Our core values lead us to seek a broad range of perspectives and backgrounds to achieve our mission and maintain an inclusive environment where all staff are valued and respected. As an equal opportunity employer, we are committed to employment practices that ensure that employees and applicants for employment are given equal opportunities without regard to race, color, national origin, ancestry, sex, age, religion, physical or mental disability, medical condition, veteran status, marital status, pregnancy, sexual orientation, gender identity, gender expression, genetic information or any other factor that is not related to the position.*