



## **Social Media Campaign Strategy Intern – Spring 2019**

Do you work hard to cultivate your own personal brand on social media? Do your friends look to you on Instagram, Facebook and Twitter for outstanding photos, the latest news, trends and ideas?

Rise Collaborative is based here in Buffalo. Its primary mission is to use our growing social media network to entertain, inform, promote local small businesses, artists, non profits, and advocacy groups in Buffalo and Rochester

Rise is a fast-paced and fun. Today's promotional efforts demand posts with an edge to stand out from the crowd of fluff content flooding the internet. We are constantly developing new ways to present content to our audience in order to stay relevant. Small and large business like M&T Bank and Rich's devote an incredible amount of energy to their work. They pay us to show that same level of energy in the social media and event promotion projects we do for them. We're seeking a talented intern who craves learning new skills and isn't afraid to tackle big projects. As an intern you will have a seat at our table. Your projects will be paramount for our growth and your ideas will be implemented into our strategy.

Our ideal candidate loves Buffalo and Rochester, NY. They are someone who walks into a room of people and can't leave without making a few friends. Someone who is obsessed with social media and is creative and thoughtful when interacting with online communities and building relationships, and because so much of what we do is visually appealing first and foremost, we need you to be a great photographer with your smartphone or camera.

### **What You Will Learn:**

Rise is now comprised of three divisions:

**Rise Collaborative** - Working in both Buffalo and Rochester, Rise promotes small businesses and nonprofits through video, photography and events. We also throw events of our own from Halloween to random dance parties through the city. Finally, Rise produces its own apparel multiple times per year, often with artist or non profit beneficiaries. You will learn the communication strategies to promote each of these projects with a limited budget, relying more on strong, compelling content. Rise's income is reliant on a large, engaged audience, so the general content we produce on a daily basis must have a strategy and consistent style and voice.

**No Boundaries** - a semiannual 8,000 copy magazine covering social, economic, gender and



racial justice in Western New York and the nation. A mix of food, fashion, and justice, our magazine has been dubbed, “*Buffalo Spree*, with a spine.” Social media is used heavily to hype the release of the magazine, and encourage readers to share articles online.

**LIFTED podcast** - Season 1 of LIFTED is available wherever you get your podcasts. Produced and hosted by produced by Holly Kirkpatrick, LIFTED has over 1000 listeners. Equally as important as maintaining the NPR-quality of the production is the social media marketing strategy to get more listeners.

You will learn:

1. How to create a long-term social media plan and marketing calendar
2. Relationship building with our online community by maintaining Instagram, Facebook, and Twitter accounts
3. How to track social media analytics and report results to our clients
4. Create compelling content that will be shared by other influencers
5. Creative feedback and viral loops between our blog page, Instagram, Facebook, and Twitter
6. How to operate a WordPress site from the back end in order to write and code blog posts
7. How a third party like Rise’s social media efforts can increase brand awareness and subsequently drive sales for a client organization
8. How a third party like Rise’s social media strategy can be employed to increase attendance at events and create momentum during and after the event for a client’s brand

### **What We Require:**

1. Background in Marketing, Communication
2. Strong communication skills
3. Established personal social media following
4. Strong photography skills
5. Writing skills – If you’re creative and full of ideas, let it carry over into compelling writing
6. Organized, with an ability to prioritize time-sensitive assignments
7. Creative and Flexible
8. Familiarity with social networking sites is mandatory
9. A passion for Buffalo and Western New York
10. A passion for all things local including small businesses, artists, and the success of nonprofits
11. 5-10 hours per week spent working on social media and writing independently and in person with the Rise team. We want to make sure you receive a learning experience that fits your career goals. You will become extremely knowledgeable in online communication and measurement, a master of using Instagram, Facebook and Twitter strategically, and an understanding of the right tactics to combine online marketing with overarching outreach goals.



## **Success**

Rise's previous interns have moved on to work with The Buffalo Bills in Buffalo, for HBO in New York City, for West Side Economic Development Initiative via Americorps in Buffalo, as production assistants for Texas video production houses, and more. Rise is young, hip, and innovative. Your experience here will stand out on your resume and in your interview.

You will have ample opportunity to network with the businesses and community leaders we deal with daily and other professionals in the marketing and communications field.

Please send a resume, your public social media handles, a writing sample, and a cover letter stating specifically why you are interested in working with Rise Collaborative to our entire team via [Hey@risecollaborative.com](mailto:Hey@risecollaborative.com) no later than 1/10/2019. Ideal candidates are age 21+.