

Digital and Social Media Intern

The **Digital and Social Media Intern** will play an active role in the development of the Department of General Services' online community. The intern will maintain DGS's presence on various social media platforms and help create and publish content that is relevant to our customer base. The intern will regularly analyze and report on the activity on social media networks as well as the DGS website, under the direction of the public Information Officer.

They will also assist in maintaining DGS's archive of digital images, videos, and other content. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

RESPONSIBILITIES

Social Media

- Updates Facebook and Twitter account.
- Responds to posts or comments to bring value to user's interactions with DGS.
- Posts updates, news and announcements in a timely manner using appropriate content.
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our Facebook and Twitter page in a manner that invites conversation and interaction.
- Updates Facebook and Twitter accounts with current and relevant photos, video, or other content from DGS activities and events.
- Grows DGS online social networks by increasing fan base and interactions.
- Maintains current information on social media accounts.
- Completes other social media projects as assigned.

Digital Media

- Takes pictures and videos of training events to be developed into content for the DGS website, Facebook and Twitter pages.
- Uploads DGS photos and videos to the appropriate server or DropBox account.
- Organizes and archives digital images and videos.
- Completes other digital media projects as assigned.

Research

- Regularly observes the online activity of model organizations researches and reports on "social media best practices".
- Completes other research projects as assigned.

Analytics and Reporting

- Uses Google Analytics to assess trends and activity on the DGS website.
- Uses Facebook Insights to assess trends and activity on the DGS Facebook page.
- Uses Twitter Analytics to assess trends and activity on the DGS Twitter page.

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- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

REQUIREMENTS

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.
- Experience with Microsoft applications, basic photo editing and video editing software, and internet browsers. Experience with Photoshop and InDesign a plus.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Instagram and LinkedIn.
- Preferably seeking a BA in Communications with an interest in local government.
- Available to work 15+ hours per week.

Salary is **\$8.00 - \$17.60** per hour commensurate with qualifications.

For consideration, please send cover letter and resume referencing the job title to:

Baltimore City Department of General Services
Attention: Erica Gee, HR Assistant II
200 N. Holliday St. 8th Floor
Baltimore, Maryland 21202
[**DGS_HR@baltimorecity.gov**](mailto:DGS_HR@baltimorecity.gov)

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