



## Prancing Ponies Foundation Social & Digital Media Volunteer

<b>Job Title:</b>	Social & Digital Media	<b>Job Category:</b>	Job Category
<b>Department/Group:</b>	Marketing/Communications	<b>Job Code/ Req#:</b>	SDMEDIA2018
<b>Job Type:</b>	Part-time	<b>Hours:</b>	2-3 days per week
<b>Location:</b>	SF Bay Area	<b>Travel Required:</b>	Travel Required
<b>Level/Salary Range:</b>	Unpaid	<b>Position Type:</b>	Volunteer
<b>Professional Level:</b>	Volunteer	<b>Min Education:</b>	Some College
<b>HR Contact:</b>	Chanterria McGilbra	<b>Date Posted:</b>	January 1, 2018
<b>Will Train Applicant(s):</b>	Will Train Applicant(s)	<b>Posting Expires:</b>	December 31, 2018
<b>Benefits</b>	Training	<b>Start Date:</b>	June 1, 2018
<b>External Posting URL:</b>	<a href="http://www.prancingponies.org">www.prancingponies.org</a>	<b>Internal Posting URL:</b>	<a href="http://www.prancingponies.org">www.prancingponies.org</a>
<b>Applications Accepted By:</b>			
<b>FAX OR EMAIL:</b> <a href="mailto:supporttheponies@prancingponies.com">supporttheponies@prancingponies.com</a>  Subject Line: Social & Digital Media Volunteer, (Your Name)''		<b>MAIL:</b> Prancing Ponies Foundation PO Box 1942 Mill Valley CA 94942	



### **Description**

Prancing Ponies Foundation's mission is "Creating Women Leaders One Girl at a Time" by developing core competencies required for advancing to and succeeding in leadership roles in their chosen careers.

Founded in 2016, Prancing Ponies' goal is to serve 1000 girls worldwide by 2020.

We offer two programs that support our mission and goal. The Prancing Ponies Leadership-Summer/Abroad Academy provides up to ten 2<sup>nd</sup> & 3<sup>rd</sup> year University girls an opportunity to learn core leadership skills while interning. Our newest program, the Prancing Ponies Online Leadership Academy for high school girls enables us to teach critical leadership skills prior to college empowering them to take on leadership roles in college and later in their chosen careers.

### **Position Summary**

Areas of focus will enhance intern's strengths and align with ongoing shifts in current projects within the marketing and communications department. Responsibilities are likely to include many of the following:

### **Social Media:**

- Help generate daily social media content for social media channels including but not limited to Facebook, Instagram, Twitter, YouTube, blog, and LinkedIn.
- Under the guidance of the Communications Manager, learn social media content planning tactics and help create 10-20 weekly posts across social media platforms.
- Assist with sourcing photos from Prancing Ponies Foundation's photo and video archive to select the best materials for social media and other marketing needs.
- Learn to write captivating captions specific to each social media platform (Facebook, Twitter and Instagram) to engage and grow social media audiences.
- Conduct thorough research and analysis of relevant bloggers, photographers, digital influencers and media outlets relevant to Prancing Ponies Foundation's social platforms.
- Assist the Communications department with monthly social media analytics reporting.

### **Digital Media:**

- Assist Communications department with website maintenance including content updates and ongoing refinements. Help maintain vibrant, engaging photography and copy across all web pages.
- Contribute to creation and production of digital newsletters and e-blasts.
- Ideate on new topics for blog stories. Contribute to creation of content calendar and write blog posts.
- Help identify opportunities for on-going refinement of website content and tactics. Assist Communications Manager with overseeing live feeds and webcams during fundraising events. Help ensure optimal website presence and web visitor experience.

### **Qualifications:**



- Current 2<sup>nd</sup> or 3<sup>rd</sup> year college student/graduate working toward a Bachelor degree in marketing, communications, digital media, non-profit management or a related field.
- Dependable, flexible, self-motivated. Takes initiative on new projects.
- Familiarity with social media platforms and scheduling tools: Facebook, Twitter, Instagram, YouTube, Buffer.
- Familiarity with social media reporting and analytics.
- Proficient with PowerPoint and photo editing tools.
- Excellent computer skills in Microsoft Office.
- Excellent written and verbal communication skills.
- Fully committed to the mission of Prancing Ponies Foundation of Creating Women Leaders One Girl at a Time.

**Working Conditions:**

- Predominately works at computer workstation.
- Occasional travel to/from Prancing Ponies Foundation events within the San Francisco Bay Area.

**In addition, the ideal candidate will possess the following attributes and experience:**

- Extremely high level of professionalism, collegiality, relational, self-motivating, organized
- Passionate about the advancement of girls into Leaders
- Professional, creative, honest and trustworthy
- Flexible and able to deal effectively and politely with people from all backgrounds and in all types of difficult situations
- Ability to evaluate problems accurately and display good, sound, confidential judgment
- Motivated and flexible to change.