

### **The Organization:**

Photographic Center Northwest (PCNW) is an educational institution teaching people how to see. Through our 53-credit Certificate Program, classes and workshops, free exhibitions and public programs, and publicly accessible photographic facilities we teach the history and future of photography.

### **The Position:**

PCNW seeks a motivated, creative, and collaborative Social Media Intern to assist and collaborate with the Marketing Manager with the execution of social media campaigns.

### **Responsibilities:**

- Understand the overall concept of the institution, including the brand, audience, promotional goals, and all other aspects of the way we engage with our community via social media.
- Assist with the design and execution of social media campaigns.
- Assist in creating performance reports.
- Analyze analytics to gauge the success of campaigns.
- Collaborate with marketing manager on weekly and monthly editorial calendars to promote education, exhibitions & public programs, membership etc. on various social media platforms
- Monitor, listen and engage with our community on various social media platforms such as Facebook, Instagram, and Twitter.
- Provide suggestions for improving experience on social platforms and internal processes.

### **Desired Skills:**

- Currently enrolled in college or a recent graduate with a bachelor's degree in digital communications or related field such as advertising, journalism or graphic design
- Strong oral and written communication skills
- Experience with major social media platforms including Facebook, Twitter, Instagram, LinkedIn, YouTube, etc.
- Knowledge of social media analytics software, such as Facebook Insights to track audience engagement and campaign performance
- Experience with Google Suite and Microsoft Office
- Interested in social media trends
- Copywriting and editing skills
- Creativity
- Available to work 4-5 hours per week

PHOTOGRAPHIC  
CENTER  
NORTHWEST

- Ability to work alongside a team under tight deadlines

Experience with Adobe Creative Cloud a plus

Depending on length of internship and interest of individual additional areas of growth may be included.

**To Apply:**

Interns will receive a \$300 monthly stipend and the internship will comply with university standards where undergrad or graduate credit is offered in return. Preference will be given to those who are able to commit 4-5 hours/week and for at least one quarter (10 weeks) but we welcome longer engagement. Interested candidates should submit a cover letter and resume to [opportunities@pcnw.org](mailto:opportunities@pcnw.org) with the subject line: 'Social Media Intern'. Rolling deadline, but early applicants will be given preference. Start date is flexible but ideally in January. Questions can be directed to Terry Novak, Executive Director, at [tnovak@pcnw.org](mailto:tnovak@pcnw.org).