

JOB DESCRIPTION

JOB TITLE: SOCIAL MEDIA INTERN
REPORTS TO: LCAT DIRECTOR
DEPARTMENT: LCAT

ORIGIN DATE: MAY 2018
REVISION DATE:
DEPT NO. 10

I. JOB SUMMARY: This is an unpaid internship coop learning position. This position is responsible for learning and performing social media optimization in the LCAT department.

II. PRIMARY DUTIES:

- A. Tech savvy online outreach and promotion using Facebook, Instagram and Twitter, to include monitoring and posting on social network and media platforms.
- B. Contribute to website redesign project.
- C. Website and social media optimization.

SIX CRITERIA OF UNPAID INTERNS:

- D. The internship, even though it includes actual operation of the facilities of the employer, is similar to training which would be given in an educational environment;
- E. The internship experience is for the benefit of the intern;
- F. The intern does not displace regular employees, but works under close supervision of existing staff;
- G. The employer that provides the training derives no immediate advantage from the activities of the intern; and on occasion its operations may actually be impeded;
- H. The intern is not necessarily entitled to a job at the conclusion of the internship; and
- I. The employer and the intern understand that the intern is not entitled to wages for the time spent in the internship.

III. INTERMITTENT DUTIES:

- a. Perform related duties as taught and assigned by the LCAT Director.
- b. Attend both required and selected seminars for training programs.

IV. QUALIFICATIONS:

- A. EXPERIENCE: None.
- B. EDUCATION: High school diploma, G.E.D. or equivalent or equivalent required, current or recent enrollment in a graduate or undergraduate degree program with an interest and aptitude to work in business, marketing or communications and solid understanding of using social media and related web services.
- C. KNOWLEDGE: Must have the ability to receive, interpret and follow verbal and written instructions. Required to read, write and speak English fluently with the ability to speak a foreign language, especially Spanish and Mandarin, as desirable additional qualifications.
- D. SKILLS: Ability to prioritize tasks and handle numerous assignments simultaneously, proficient in Microsoft Office and internet applications; extreme familiarity with social media platforms.

- E. PROBLEM SOLVING: Minimal problem-solving situations arise in this position.
- F. DECISION MAKING: All situations are covered by supervisor.
- G. SUPERVISORY: None.
- H. FINANCIAL/BUDGETARY: None.
- I. INTERPERSONAL: Continuous and courteous contact with the public and department employees.
- J. WORKING CONDITIONS: Some minor adverse working conditions exist caused by the need to perform various multi-tasking while in the LCAT Department.
- K. PHYSICAL REQUIREMENTS: Requires sufficient visual acuity to be able to read and write and operate equipment common to this position. Requires sufficient hearing level to be able to effectively communicate with people directly or by telephone. Must maintain a sufficient level of alertness over a period of time to efficiently operate equipment.

This job description has been examined for compliance with the Americans with Disabilities Act (ADA) and the Fair Labor Standards Act (FLSA).

The specific statements shown in each section of this description are not intended to be all-inclusive. They represent typical elements and criteria considered necessary to successfully perform the job.

By Signing below, I am certifying that I have read and understand the job description. I also attest that there is nothing in this Job Description that precludes me from performing any of the aforementioned duties with or without reasonable accommodation. I understand that being dishonest about the abovementioned can lead to disciplinary procedures up to and including termination.

Signature _____ Date _____

Lyon County Representative Signature _____