Social Media Intern (Unpaid)
City of Springfield

Position Overview & Organization Profile
The City of Springfield seeks a motivated individual to assist with developing social media content regarding the Eugene-Springfield metropolitan area’s wastewater services. The intern will be involved in a unique partnership between the cities of Eugene and Springfield and Lane County - the Metropolitan Wastewater Management Commission (MWMC). The partnership’s mission is to protect our community’s health and environment by providing high-quality wastewater services. The MWMC is a leader in the wastewater industry in sustainability through the reuse of biosolids to grow poplar trees, the reuse of biogas as an energy source, and other practices. The intern will help the MWMC bring its relatively new social media outlets (Facebook, Twitter, and YouTube) to the next level by creating engaging content and building its follower base.

The intern will be based at Springfield City Hall in downtown Springfield, and will at times be required to travel to MWMC facilities located in Eugene. It is expected that the intern will work a minimum of 8 hours per week. This is an unpaid internship with the opportunity to earn academic credit through the intern’s college or university. The term of the position is summer 2018 (approximately June-August), with the possibility of the internship continuing after that.

Intern Responsibilities
• Collaborate with communications staff on an assessment of the MWMC’s current social media strategies and tools.
• Create videos conveying to community members the value of clean water, wastewater treatment, and pollution prevention.
• Take photos related to wastewater treatment, and develop graphics for use in social media posts.
• Create social media advertisements.
• Research social media strategies used by other organizations, and develop new ideas for social media campaigns and strategies.
• Review and evaluate analytics from the MWMC’s social media sites.
• Communicate with and encourage operations/field staff to submit photos, videos, and other content for use on social media sites.

Learning Objectives
• Learn effective strategies to build community awareness of an agency and grow followers.
• Learn how to use data to evaluate and improve a social media strategy.
• Develop skills in photography, videography, and graphic design.
• Learn about wastewater treatment, water quality, and pollution prevention.

Intern Requirements
• Strong communication skills including in person, writing, and through other media.
• Ability to collaborate with City staff and also be self-directed in accomplishing work.
• Familiarity with social media sites, preferred experience in developing social media content for an organization.
• Experience with photography, videography, and simple graphic design.
• Organizational skills, time management, and critical thinking.
MWMC Responsibilities

- Provide an orientation to the MWMC and current social media tools used.
- Collaborate on an assessment of the MWMC current social media strategy.
- Provide direction, feedback and evaluation on work products.
- Set up periodic check-ins with the MWMC communications team.
- Approve final designs and content for posting to MWMC social media channels.
- Provide necessary approved resources and tools for producing work products.

Desired Outcomes of Internship

- To increase the number of MWMC social media followers by 50% by the end of the internship.
- To have social media strategies and a portion of content prepared and approved for implementation for the remainder of 2018 and into 2019.

Qualifications

Intern must have a high school degree at a minimum, and it is preferred that the intern is working toward an undergraduate degree. Preferred coursework in public relations or a similar field, including studies in the use of social media and behavior change.

Instructions

Please complete the application found at https://www.volqistics.com/ex/portal.dll/od?from=212081 (click on the side under DPW, where it states “DPW MWMC Social Media Internship”).

Email your resume and cover letter to csteffen@springfield-or.gov. Please clearly answer the following four questions as part of your resume packet:

1. Describe your experience with creating content for (e.g. videos, graphics, photos) and/or posting on social media for an organization or business.
2. Describe your ability to edit and produce simple videos, and your skills related to graphic design.
3. What strategies do you use to manage your own time in order to complete projects and meet deadlines?
4. What do you know about wastewater treatment?

Application and resume packet must be received by June 4, 2018 at 5 p.m. Late submissions will not be considered.