

FOUND/LA

SOCIAL MEDIA INTERN

DETAILS

Part-time, hourly wage

ABOUT THE JOB

Wurwand Foundation is seeking a motivated Social Media Intern to support our FOUND/LA initiative by developing content and sharing across FOUND/LA's social media channels. This role will also be responsible for helping to build a strong, engaged community of entrepreneurs and organizations who support entrepreneurs here in Los Angeles.

ABOUT WURWAND FOUNDATION & FOUND/LA

Wurwand Foundation is a private, family foundation created by Jane and Raymond Wurwand, founders of Dermalogica and the International Dermal Institute. Wurwand Foundation operates FOUND/LA, an initiative that supports local entrepreneurs to help them build their business, purpose, and community. FOUND/LA connects business owners - particularly women, immigrants, and minorities - with resources to help them succeed. That includes funding, educational tools, incubator style workshops, unique mentorship opportunities, and most importantly, a community of other local entrepreneurs.

RESPONSIBILITIES

- Manage all social media platforms including Instagram, Facebook, Twitter and LinkedIn
- Increase social presence, followers and engagement on social networks
- Collaborate with Foundation Director on strategy, planning and execution of all social media initiatives and campaigns
- Create content and manage presence by completing all posts, engaging with followers, responding to direct messages and doing outreach
- Drafting the occasional blog post and marketing email
- Identify and interpret social media trends and be aware/proactive on new platforms and tools
- Translate quantitative and qualitative data to support actionable social media engagement plans for continuous improvement

FOUND/LA

- Designing graphics for promotional campaigns using Photoshop, Canva, InDesign, etc.
- Providing coverage of special events with Wurwand Foundation partners (i.e. Mayor Eric Garcetti's Office, Opportunity Fund, CSUN, etc.) via social media
- Other duties as assigned

REQUIREMENTS

- Proven track record of increasing brand audience and engagement
- Studying English, journalism, marketing, communications, or related field
- Outgoing and friendly with strong communication skills
- Has drivers license and access to a car
- Living in Los Angeles area
- Ability to provide engaging content and captions
- Experience with photography/videography
- Demonstrate creativity and documented immersion in social media
- Knowledge of basic data/analytics reporting on social media platforms
- Display in-depth knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, etc.), their respective audiences and how each platform can be deployed in different scenarios
- Excellent writing and language skills

To apply, please send your resume to hello@foundla.org with the subject line: Social Media Intern. In your email, please include a link to a social media account you manage and explain why you think you're a great fit for Wurwand Foundation.