

## **SAMPLE INTERNSHIP DESCRIPTION – NOT CURRENTLY OPEN – FOR INFORMATION ONLY**

### **Edible Portland Social Media Internship Ecotrust**

Edible Portland is currently accepting applications for a summer intern. The job will require temerity, passion, and patience, as we are seeking a candidate who is willing to tough out the real work it takes to keep a magazine in business, but also has a keen interest in learning more about our region's food community. The ideal candidate will have a strong background with web-based platforms (such as dreamweaver and WordPress) and an aptitude and desire to become more fluent in online social media.

#### **Roles and Responsibilities:**

- \* Manage our social media sites (Facebook and Twitter), making regular updates and increasing our connections to other active players in the regional food network
- \* Connect with our advertisers through social media, befriending them, posting their events and news, and increasing their exposure
- \* Maintain our 2010 events calendar, researching events and making regular postings to our website
- \* Manage our online dynamic content, including recipes and cooking and gardening classes
- \* Research topics to be featured in the "Front of the Book" and magazine sidebars
- \* Visit distribution locations and assist with merchandising plans
- \* Create seasonal photo database

#### **Knowledge and skills:**

- \* Experience with social media
- \* Excel, dreamweaver, WordPress
- \* Strong creative and journalism writing skills
- \* Solid understanding of environmental, ecological and conservation issues
- \* Good team player, flexible work style, and excellent interpersonal skills
- \* Enjoy interfacing with the public
- \* Enthusiasm for the mission of Ecotrust