



## **Company Description**

The Ruth Collective is a startup nonprofit organization (501c3 pending) dedicated to creating a grass-roots network of volunteers who offer support for those seeking out-of-state reproductive healthcare. Our mission is to provide concierge-style services, such as assisting with travel arrangements, including transportation and lodging, providing meals, emotional and after-care support, and financial aid, when available.

## **Role Description**

The Social Media Marketing Intern will support The Ruth Collective staff to develop and implement outreach and promotional campaigns to boost brand visibility, volunteer recruitment, awareness, and donor engagement. The Intern will be responsible for social media marketing, content creation, digital marketing, and communication tasks under the guidance of the Chief of Staff.

*This is an exciting opportunity to make a significant impact on people's lives, and on The Ruth Collective. As a remote, unpaid, internship, it is a flexible position where you have the ability to set your own schedule to meet content-driven timelines and schedule.*

## **Duties and Responsibilities of a Social Media Intern include:**

- Assist with the design, execution, and management of social media campaigns.
- Create weekly and monthly editorial calendars to promote The Ruth Collective brand on various social media websites (TikTok, Instagram, BlueSky, Facebook, Snapchat, YouTube)
- Create and distribute content such as blogs, infographics, videos, media posters and banners, and press releases on across social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Support marketing team at live and online events
- Perform social media marketing research
- Assist with management of Media Sponsorships
- Respond to comments and DMs on social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Write social media captions that speak to The Ruth Collective's target audience
- Create and edit short-form videos
- Develop new strategies for increasing engagement
- Ensure brand story is consistent

## **Qualifications**

- Social Media Marketing and Social Media Content Creation skills
- Digital Marketing and Search Engine Optimization skills
- Strong written and oral communication skills
- Experience in managing social media platforms
- Ability to work independently and remotely
- Attention to detail and creative thinking
- Some experience in content management
- Basic copywriting skills
- Ability to deliver creative content (text, image, graphics, and video)
- Proficient in MS Office (Excel and PowerPoint, in particular)
- Familiarity with content scheduling tools.
- Degree not required
- Pursuit of a degree in Marketing, Communication, or Digital Media is a plus

*\*There is also the potential for this position to eventually become a full-time, paid, position.*