

## **Graphic Design/Social Media Intern**

**Overview:** As a Graphic Design/Social Media Intern at Second Harvest, you will play a vital role in enhancing our advertising and engagement efforts, as well as upholding the visual strength of our brand. You will assist with crafting and executing dynamic social media content, including creating TikToks and Reels, and graphics, while staying on top of the latest trends to amplify our online presence. Your responsibilities will also include organizing our content library, copywriting, updating our website, representing Second Harvest by interacting with other organizations via social media, and other administrative duties. This internship offers a unique opportunity to gain hands-on experience in graphic design and social media management within a nonprofit environment, while contributing to meaningful initiatives aimed at fighting hunger and feeding hope.

Note: Training will be provided for those duties with which you may be unfamiliar, but a background in design, social media, marketing, advertising, or a related field is preferred.

### **Responsibilities:**

- Scroll through Second Harvest's social media on various platforms to communicate with and gather ideas from relevant accounts
- Organize content library (photos from camera, moving from Google Drive to SharePoint, optimizing website media library, filling a “story bank,” etc.)
- Help research social media trends and brainstorm how our voice can apply
- Create and execute ideas for TikToks & Reels (possibly YouTube Shorts)
- Dependent on photography abilities, take photos for social media use
- Dependent on design abilities (with Canva or Adobe Creative Suite), help design graphics for social media, ads, and print materials that align with our brand
- Dependent on writing abilities, help write social media captions, blogs, and newsletter content that aligns with our voice
- Help unify pantry lists
- Use Cricut machine
- Other administrative duties in an office environment that contribute to the efficiency of the Marketing team