Growth Marketing Intern

The Massachusetts Service Alliance (MSA) is hiring a Growth Marketing Intern! This is a new, part-time position that's focused on social media content creation, housed in our Communications and Operations department, and supervised by our Communications and Marketing Associate.

At a Glance

- **Key Skills:** Short-form video content creation (e.g., TikTok and Instagram Reels), social media listening, community management, and analytics.
- **Key Traits:** Creative, analytical, communicative, responsible, and collaborative.
- **Compensation:** $20/hour + extensive training, support, and professional development.
- **Commitment:** 10-15 hours a week from January/February 2024–May/June 2024 (start and end dates are highly flexible).
- **Location:** Remote from anywhere in Massachusetts! Technology (phone/laptop) provided for MSA work use during the internship. Occasional work at our Boston office is preferred but not required.
- **Eligibility:** Both students and non-students! Candidates with diverse lived experience, STARs (Skilled Through Alternative Routes), and service year alumni (e.g., AmeriCorps or Commonwealth Corps) are strongly encouraged to apply.

Internship Summary

The Growth Marketing Intern is a part-time, temporary position that will, with extensive training and support, take the lead on developing original content for our spring 2024 AmeriCorps member recruitment campaign. This position is responsible for regularly creating short-form video content and supporting materials, spearheading social listening and community management, and harnessing analytics to celebrate successes, measure ROI, and pivot when necessary.
Background Context

The Massachusetts Service Alliance (MSA), established in 1991, is a nonprofit and Massachusetts’ official state service commission on service and volunteerism. Among other initiatives, we oversee all 31 Massachusetts AmeriCorps state programs that, in turn, harness the power of over 1,300 AmeriCorps members annually at nonprofits, schools, and agencies. For more information, visit our website at www.mass-service.org.

Our Communications and Marketing Associate is piloting a spring 2024 recruitment campaign to help our AmeriCorps state programs recruit AmeriCorps members for the 2024-2025 service year. We are hoping that we can harness organic and paid social media to meet potential AmeriCorps members where they are, help them understand what AmeriCorps is, and inspire them to look at our programs’ open positions and join the national service movement. This campaign is targeted at reaching potential members of diverse backgrounds between the age of 18-28.

Position Responsibilities

- **Essential**
  - Take the lead on developing original content for new Massachusetts AmeriCorps recruitment accounts on a variety of social media platforms, with a primary focus on TikTok and Instagram, and a secondary focus on YouTube. **Efforts will most likely be focused on short-form video, including content like member and alumni interviews, program highlights, impact stories, event footage, and more.**
  - Spearhead social listening and community management: responding and reacting to comments, connecting people to resources when appropriate, and creating a sense of community and belonging.
  - Writing bi-weekly analytics reports to celebrate successes and pivot strategy in areas of identified weakness.

- **Marginal (if you have the interest and/or skillset)**
  - Create graphics (e.g., video covers, advertisements) for social media platforms.
  - Write blog posts for our main site around stories of recruitment and retention.
  - Attend program events / host site visits to bolster content generation.
Qualifications

Technical

● **Content creation experience**, specifically short-form video experience, such as posting regularly to a TikTok account. Other content creation (e.g., long-form video, podcast, etc.), social media (e.g., school club account, fan account), and community management (e.g., Discord moderation) experience is also a huge plus.

● **Basic video editing software (e.g., Adobe Premiere Pro) proficiency**. Knowledge beyond footage slicing (e.g., knowledge around audio mastering, color grading, transitions, etc.) a huge plus.

● **Robust analytical skills**, including the ability to research topics, identify trends, draw conclusions, and make concrete recommendations.

Professional

● **Excellent storytelling skills**, including creativity, warmth, and a sense of humor.

● **Background knowledge of Justice, Equity, Diversity, and Inclusion**, including:
  ○ experience and/or willingness to integrate inclusivity and accessibility into the content creation process
  ○ experience interacting with people from diverse backgrounds with warmth, inclusivity, and humility

● **Capability and willingness to learn new technology and skills on-the-job.**

● **A passion for social-good and/or nonprofit work.**

● **AmeriCorps, Commonwealth Corps, and/or other service year experience/knowledge preferred.**

Optional Qualifications

● **Familiarity and skill with design software**, such as Adobe Photoshop or Canva.

● **Familiarity with content calendars and social media scheduling tools**, such as Buffer or Hootsuite.

● **Familiarity with content creation accessibility best practices.**

● **Experience conversationally interviewing guests for content creation**, such as for a podcast or blog post.
What You'll Gain

● $20/hour pay.
● Extensive training and experience in the social media content creation process: idea generation and trend analysis, content calendar management, technical accessibility and inclusion, paid ads, analytics reporting + ROI assessment, etc.
● Flexible schedule and customizable start/end dates.
● Supportive management and mentorship.
● Technology (phone and laptop) for work use during the internship.
● MSA will cover 50% of the cost of public transit to the office, should you want to commute to the office! We will reimburse 100% for any work-related travel beyond the regular commute; however, travel is not required in this role.
● Through AllOne Health, the Member Assistance Program (MAP) offers MSA employees quality mental health services including: unlimited, confidential, 24/7, phone counseling services, 30-minute financial and legal assistance consultations, medical advocacy, and more.

Eligibility and How to Apply

Both students AND non-students living in Massachusetts for the duration of the internship are welcome to apply! Candidates with diverse lived experience, STARs (Skilled Through Alternative Routes), and service year alumni (e.g., AmeriCorps or Commonwealth Corps) are strongly encouraged to apply. We will also work with schools to fulfill credit requirements for student applicants.

We encourage you to apply if you're passionate about the role, even if you don't meet every qualification! Apply using the instructions on this form: https://www.tfaforms.com/5101973. Email Julia at jlee-papastavros@mass-service.org with any questions!

*MSA is an equal opportunity employer and candidates from historically marginalized populations are strongly encouraged to apply. MSA does not discriminate against any employees or job applicants on the basis of any legally protected status, in accordance with applicable federal, state, and local laws. MSA is dedicated to ensuring an accessible and inclusive workplace; reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position. Reasonable accommodations may also be made for interviews. For more information about the Massachusetts Service Alliance, please visit www.mass-service.org.*