

JOB DESCRIPTION: Social Media Marketing

RELATED MAJORS: Business, Marketing

REPORTS TO: Marketing Director

STATUS: Spring 2019, 4-6 hours weekly

QUALIFICATIONS:

SKILLS:

- Ability to prioritize workload and frequently adjust to interruptions and changing priorities
- Organize and initiate work with limited supervision
- Excellent customer service skills
- Excellent oral and written communication skills
- Accurate data analysis skills
- Accurate typing, data entry, and word processing skills
- Familiarity with Google, Word, and file management
- Ability to meet deadlines
- Ability to work will with public, staff and volunteers
- Professional telephone manner, clear speech, and good hearing
- Ability to communicate clearly and effectively

RESPONSIBILITIES:

A. Marketing – Social Media

- a. Create and Implement a Standard Operating Procedure (SOP) for social media marketing for all Chamber events
 - i. WOW
 - ii. HYPE
 - iii. New Paltz Regional Chamber
 - iv. Foundation
 - v. New Paltz Challenge
- b. Create interesting and intriguing content on all social media channels
 - i. Facebook
 - ii. Instagram
 - iii. Twitter

B. Networking

- a. Attend networking events - at least 2 mixers or coffees during internship semester
- b. Post-event report to staff - who did you meet, what did you learn?



New Paltz Regional Chamber of Commerce
257 Main Street, New Paltz
845-255-0243
info@newpaltzchamber.org

EXPERIENCE TO GAIN:

- Greeting tourists and providing them with information about the area - promoting our members
- Networking with chamber members and local business owners in a professional setting
- Learn how our business tracks and enhances membership
- Learn how different types of businesses market themselves
- Google docs, Google sheets, and DropBox
- Reporting to supervisors and creating goals and SOP's for future use
- Learn day-to-day business operations and procedures