

## **Earn Credit to Work with Downtown Greens Social Media Marketing Internship**

Downtown Greens (DTG) was founded in 1995 as a non-profit community greenspace dedicated to serving the Fredericksburg area. We promote environmental care and healthy eating habits by preserving over 2.7 acres of urban garden space to encourage sustainable gardening methods, provide fresh produce to neighbors, and act as an educational resource for the community.

**Position:** Social Media Marketing Intern

### **Internship Description:**

We are currently seeking an ambitious, creative, and forward-thinking intern to join our team to help manage our social media platforms, create vibrant content, and strengthen our current marketing endeavours to achieve our current and future marketing goals.

This is an unpaid internship; however, interns have the opportunity to earn college credit through their university.

### **Responsibilities could include:**

- Use social media tools, such as an audit, to assess social media needs and develop goals
- Create and post content for Facebook, Instagram, and our website's blog
- Engage with users on social media platforms
- Network with local sponsors, partners, and collaborators as needed
- Use analytic tools to provide feedback on social media strategies and campaigns

### **Intern Qualifications:**

- Pursuing a BA/BS in Marketing, Communications, Public Relations, or related field
- Proficient in social media platforms (Facebook, Instagram, LinkedIn, and YouTube)
- Excellent written and communication skills
- Ability to self-direct and work on a team

### **Location and Hours:**

- Position will be located at the Downtown Greens headquarters in Fredericksburg, VA with possibility for remote work as well.
- Hours will vary depending on individual's schedule, availability and how many college credits they seek.

**To Apply:** Submit a resume and cover letter to [downtowngreens@gmail.com](mailto:downtowngreens@gmail.com). Visit [www.downtowngreens.org](http://www.downtowngreens.org) for additional information.