

### Social Media Assistant

The Social Media Assistant (SMA) will support the Institute for Public Relations (IPR) goals and mission by working on a variety of programs and projects. With the support of the Communications team, the SMA will be in charge of helping create, execute and maintain the IPR social media channels on a day-to-day basis and report to the Senior Director of Communications.

- Assist the Communications team with executing a strategic plan for social media and package/distribute social media posts, with a focus on engagement
- Respond to questions, comments, and concerns across all social platforms
- Engage with users and industry partners across all social platforms
- Exemplify the brand voice and tone in all community interactions
- Maintain an accurate and current content calendar, ensuring all updates and changes are reflected in the master document
- Create, manage and organize content and assets
- Assist the Communications team with executing a paid digital strategy to promote engagement across all social platforms
- Create graphics for blog posts, events, and programs to use as promotional assets across all social platforms
- Collect analytical data and enter it into a digestible format on a month-to-month basis
- Work on special projects, such as the CDEI

**Job Qualifications:** This is a paid position for a current undergraduate or graduate student. The candidate is expected to deliver professional work and be reliable, organized, professional, and detail-oriented. A positive and professional attitude with an ability to be flexible and adapt in a fast-paced, nonprofit environment is a must and strong interpersonal skills. As part of a collaborative team, you will have an opportunity to contribute your ideas and make a difference in the industry. The candidate is expected to work 10-20 hours per week.

**Application:** Please email a resume, cover letter, and a graphic design sample to Communications Associate Brittany Higginbotham at [brittany@instituteforpr.org](mailto:brittany@instituteforpr.org).

**Deadline to apply for the position is April 27.**

#### About the Institute for Public Relations:

Founded in 1956, the Institute for Public Relations is an independent, nonprofit research foundation dedicated to fostering greater use of research and research-based knowledge in corporate communication and the public relations practice. IPR is dedicated to *the science beneath the art of public relations*.™ IPR provides timely insights and applied intelligence that professionals can put to immediate use. All research, including a weekly research letter, is available for free at [www.instituteforpr.org](http://www.instituteforpr.org)