



Social Media Internship - School of Formation at New Life

[The School of Formation at New Life](#) (founded by Rich Villodas author of *The Deeply Formed Life*) is looking for a motivated, dynamic social media intern to create and manage content for our Social Media Accounts on Instagram, Facebook and Twitter. Duties include creating and updating social media posting schedules, writing captions for social media posts, replying to comments from subscribers and liking tagged photos/posts.

This internship offers a unique hands-on experience for those with a passion for content and creating brand engagement. This opportunity is ideal for students or recent graduates in Communications, Marketing, English, Public Relations or Digital Media.

This is a part time stipend internship (based on experience). Can work remote but prefer to be local (NYC) so can experience in-person aspects of the School of Formation journey (teaching sessions and retreat).

Job Duties:

- Develop creative content for Social Media posts about the different elements of the School of Formation experience.
- Develop and implement a social media strategy for the School of Formation alongside the director.
- Manage SoF social platforms (instagram, facebook, twitter), including ideation, writing, scheduling and posting content.
- Oversee community management on all channels, including responding to comments and direct messages.
- Interpret social analytics and set key performance indicators (KPIs) for social media campaigns.

Skills/Qualifications

- Independent, organized and detail oriented with an ability to proactively accomplish and prioritize work.
- Fluency in English with strong interpersonal and written communication skills
- Experience and ability in writing for brand tone and voice via respective social media channels.
- Comfortable navigating social media. Excellent knowledge and understanding of social media platforms: instagram, facebook and twitter.
- Knowledge and experience with tools and software that allow content to be shared across various platforms (e.g. hootsuite, etc)
- Proficiency in Google Docs, Sheets, Forms and MS Office suite (excel and word)
- Experience as a social media specialist or similar position preferred

Send Cover Letter and Resume to Andres Valenzuela at sof@newlife.nyc

www.newlifefof.nyc