



Virtual Social Media Internship Description

Company Overview: KWS Ministries, LLC is a faith-based product line offering books, webinars, an online subscription program, tutorials, and conferences. Unique to this brand are faith-based resources for people experiencing grief and loss.

The KWS Ministries Virtual Internship Program provides unpaid internship opportunities for college students.

General Internship Description: Intern will possess strong knowledge of the digital media landscape, including various social media sites. The successful candidate will be responsible for contributing to website redesign projects, monitoring and posting on blogs and social networks, engaging in online forums, participating in online outreach and promotion, optimizing our website and conducting keyword analysis. Those looking to gain valuable online media experience with an established organization are encouraged to apply.

Ideal candidate is a team player and quick learner who is efficient. Additionally, ideal candidate must work with a sense of urgency and be able to work well under pressure.

Qualifications:

- Excellent computer knowledge for both MAC and PC environments
- Writing and proofing skills are also required.
- Excellent communication skills (written and verbal) and administrative skills
- Ability to work independently and complete assigned tasks within identified time frames
- Organized, dependable and detail oriented

Responsibilities:

- Assist with streamlining company social media accounts (e.g. Facebook, LinkedIn, YouTube and Instagram), ensuring uniform content and tone of voice for landing pages, graphics, and other elements within the communities.
- Create and execute a social media campaign for the launch of The Grace to Grieve.
- Increase the number of followers we have on Instagram and Facebook by following and engaging with potential clients and candidates.
- Monitoring and replying to comments from clients
- Schedule monthly social media posts through Planoly
- Use LinkedIn polls and surveys to build our social media footprint and reputation.
- Build Facebook 'likes' by approaching potential clients and candidates through other social media channels and email marketing campaigns.
- Scheduling and coordinating a monthly brainstorming proposal for social media



- Help to create one piece of video content per month and post on social media
- Understanding and monitoring social media analytics a. Track key social media analytics on a monthly basis, including Google Analytics, Bitly statistics, LinkedIn company stats, etc.
- Look at the best performing web site pages and try to generate new content that does the same or better.
- Build monthly reporting tools on social media analytics and performance against our 'baseline targets.
- Work with each team to create and send one email broadcast per month around content ideas.
- Research free online directories to generate inbound links for SEO.

Internship Benefits:

- Ongoing mentoring
- Participation in company meetings, networking opportunities, and professional development
- Timeline: Timeline varies based on student requirements (1 semester min)
- Schedule: Flexible schedule; Hours vary based on student requirements (4hr/week min)

Internship Eligibility:

- Must be enrolled in a college/university taking at least one class in the semester/quarter (spring/fall) prior to participation in the internship program. May 2019 graduates are still eligible.
- Must be at least 18 years of age

Apply Here: www.KiyaWardShears.com/VirtualInternshipProgram