

MAIN STREET FRANKLIN

SOCIAL MEDIA INTERN JOB DESCRIPTION



Organization Overview:

More than an "organization," Main Street Franklin (MSF), is an advocate for our Village businesses. We create events, provide business opportunities, market our businesses and provide a valuable resource for our existing businesses and future businesses. **We are your go-to place for what's happening in the Village.**

Location:

Main Street Franklin, a community organization found within the Village of Franklin is located in central Oakland County. Despite its urban surroundings, Franklin uniquely possesses rural historic characteristics and is supported by a tight-knit community. The Village is bounded by Bingham Farms on the east, Bloomfield Township on the north, Southfield to the south and Farmington Hills to the west.

Job Overview:

Main Street Franklin is hiring a talented Social Media Intern professional to join our team. The ideal candidate would be able to commit up to 10 hours weekly to generate content and manage social media accounts. Compensation will be up to \$18 hourly. This position is designed as a mix between in office and remote work. If you're excited to be part of a hands-on community and a supportive team, Main Street Franklin. is a great place to grow your career.

Responsibilities for Social Media Intern

- Work alongside the Executive Director and with the Board of Directors to create a plan for social media content strategies.
- Assist in the growth of the MSF brand by raising community awareness through various social media platforms

- Monitor postings to ensure MSF's message is constant from the terminology used to images posted
- Interact with followers and community members by communicating and answering questions through the organization's social pages
- Assist in implementing plans to increase followers on popular social media websites such as Instagram and Facebook.
- Oversee the creation and implementation of a newsletter which includes merchant spotlights, highlights of Village Center business promotions, and organizational events.
- Help create content as dictated by the strategic posting calendar to promote Franklin Merchants, and update webpage.

Qualifications for Social Media Intern

- understanding of social media and marketing specifically as it pertains to Instagram and Facebook platforms.
- Ability to work independently to capture content throughout the downtown area of the Village of Franklin
- Comfortable with working with Microsoft Office and Adobe Suites
- Entry level understanding of marketing strategy and how to use the concepts throughout various forms of community outreach

Interested applicants should email resume to Executive Director, Meg Schubert at: ed@franklin.mi.us. For additional information or any questions contact Meg at (248) 626-9666 ext 103.