

The Berkeley Student Food Collective

Media Intern Job Description

The Media Intern will be responsible for increasing the social media presence and brand visibility of the Berkeley Student Food Collective (the “Collective”). S/he must have a passion for social media and communications, and the ability to multitask and handle projects in an efficient and timely manner.

The Media Intern will work with the Publicity Coordinator, the Outreach Coordinator and the Operations Manager to maintain social media outlets such as Twitter and Facebook, and update the Collective’s website with current information about events, products in the store, board and membership meetings, etc. Other responsibilities may include submissions for local publications about the Collective, and the maintenance of the Collective’s blog. The intern will work 5-10 hours a week.

Duties of the Media Intern:

- Assist in the development, implementation, and management of a comprehensive social media strategy for the Collective
- Develop content for the Collective’s website to increase awareness of the Collective’s activities (promoting educational events, products in the store, membership meetings, etc)
- Utilize media outlets to increase public awareness of the Collective’s activities (writing and publishing press releases, op-eds, etc)
 - Announce events
 - Recap events and/or major occurrences within the Collective
 - Promote products in the storefront
 - Publish recipes and/or other food prep posts
 - Write op-eds on current food-related issues
 - Publish press releases to publicize the Collective’s activities
- Seek out community events and organizations with which the Collective can partner
- Analyze efficacy advertising campaigns

Recommended skills and qualifications for the Media Intern:

- Ability to juggle multiple projects at once
- Experience with social media outlets (Facebook, Twitter, Tumblr, etc)
- Knowledge of or willingness to research topics for op-eds and/or the Collective’s blog
- Strong familiarity with Berkeley student life
- Strong oral and written communication and interpersonal skills
- Attention to detail
- The ability to think creatively
- Demonstrated passion for the principles outlined in The Collective’s mission and vision.

This is not a paid position.