



Peoria Grown Social Media Marketing Intern Position (Unpaid)

Peoria Grown is looking for a creative Social Media Intern to assist our growing community needs. We are interested in a student who is passionate about food, the Peoria community, and addressing food and nutrition insecurity. This is an exciting opportunity to make a significant impact on our organization's success. This position is flexible and averages 10-15 hours per week. Please note some weekend work may be required due to the timing of programming.

Duties and Responsibilities:

- Work alongside the team to design and develop a social media and communication strategy
- Develop and post meaningful content for Peoria Grown's social media accounts
- Engage followers using creativity to keep followers up to date on news and updates
- Assist in the growth of the brand by raising awareness through Facebook, Instagram, and LinkedIn
- Monitor postings to ensure brand message is constant; from the terminology used to images posted
- Interact with followers and potential customers by communicating and answering questions through the organization's social pages
- Analyze the effectiveness of social media accounts

Qualifications:

- 2+ years of experience in digital marketing/social media marketing
- Excellent oral and written communication skills
- Positive work ethic, able to work in a team and independently
- Ability to work cooperatively with people from diverse backgrounds
- Ability to adapt to changing circumstances and handle moderate amounts of uncertainty
- Mastery of the major social media platforms including Facebook and Instagram
- Knowledge of social media analytics software including Facebook Insights to track audience engagement and campaign performance
- Experience with content management systems, word processor applications and image/video editing software
- Interest in improving healthy food access and community development is a plus

Additional Information:

- Eligible for course credit
- Access to free excess produce from Market 309, when available

To Apply:

Fill out this [interest form](#) and attach an updated resume. Applications are reviewed on a rolling basis.

Please contact peoriagrowninfo@gmail.com if you have any questions.