



Palouse-Clearwater Environmental Institute

PCEI Social Media Intern

Volunteer position description:

The Palouse-Clearwater Environmental Institute (PCEI) is a local nonprofit that is home to an open and accessible 26+acre Nature Center in Moscow, ID. Our mission is to increase citizen involvement in decisions that affect our region's environment. We utilize both traditional and modern methods to reach the community and our members, with social media platforms providing direct, in-the-moment updates. The Social Media Intern will work with PCEI Administrative staff to bolster social media activity and increase engagement on the following platforms: Facebook (2,261 followers), MailChimp (2,108 subscribers) Twitter (323 followers), Instagram (141 followers), and YouTube (2 subscribers). The Intern will develop and implement a social media plan that reinforces, highlights, and informs the public about the mission of PCEI and any associated activities. The Intern will report to and work closely with PCEI Administrative staff, but will regularly check-in with other staff to ensure all aspects of PCEI projects and scopes of work be equally represented.

Responsibilities

- Develop a generalized, seasonally appropriate social media plan for platforms
- Develop a best practice resource and strategy guide for utilizing social media
- Provide strategic outreach and live updates regarding major events and initiatives
- Ensure social media content is uploaded to server and accessible in LightRoom
- Set target goals for increasing likes and followers on under utilized platforms
- Research other, appropriate platforms for PCEI to utilize
- Track social media performance

Desired Qualifications:

- Committed to serving the needs of the organization
- Enthusiastic about social media use and data
- Able to teach others about how to use different social media platforms effectively
- Familiarity with and ability to navigate e-newsletter platforms, Facebook, Twitter, Instagram, and YouTube
- Experience with programs such as InDesign, Illustrator, Photoshop and Microsoft Office Suites

Schedule:

- A minimum of 4 months, with at least a 10-hour per week commitment
- Internship extension is a strong option and available for the right candidate
- Must be available on some nights and weekends for events

For more information:

Amanda Argona, PCEI Outreach Coordinator, 208.882.1444 or serving@pcei.org

The Palouse-Clearwater Environmental Institute (PCEI) is a grassroots organization working on regional conservation and environmental issues. Since 1986, we have worked to increase citizen involvement in decisions that affect our region's environment through watershed restoration, education and sustainable living programs.

"connecting people, place and community"™ since 1986