**Social Media Intern**

Transplant Alliance serves as Fundraising Stewards for transplant patients and donor families by providing Grants and Fundraising Assistance while raising awareness about organ donation. Transplant Alliance Foundation is a 501(c)(3) non-profit charitable organization, through gaming events and fundraising we raise funds for organ transplant patients who cannot afford their medical bills

In policy and practice, we encourage diversity and provide equal employment opportunities to all individuals based on job-related qualifications and ability to perform a job. We are committed to maintaining a non-discriminatory environment free from intimidation, harassment, or bias.

***Duties and Responsibilities:***

* Using social media marketing tools to create and maintain the foundation’s brand
* Interacting with customers via the foundation’s social media accounts
* Analyzing the company’s digital marketing plan and social media strategy and identifying strategic weakness and making recommendations for improvements
* Researching social media trends and informing management of changes that are relevant to the company’s marketing activities
* Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign’s performance against the KPIs
* Use post, comments, and replies to engage with our audience and develop a relatable company voice.
* Monitor online posts that mention the foundation to mediate the impact of negative reviews and share positive testimonials with their current following to strengthen customer relationships.
* Working directly with the Director of Operations on advertising and monthly newsletter
* Crafting engaging content that aligns with customer trends to interest and engage customers

***Required Experience:***

* Computer skills, skills with using Twitter, Facebook, Instagram, TikTok and other social media platforms
* Must have outstanding interpersonal, communication, and customer service skills
* Exhibits a professional demeanor through appearance and by maintaining a positive attitude towards all employees and guests
* Must have strong attention to detail. Must be able to articulate information clearly.
* Demonstrated ability to learn and communicate a variety of information to players regarding BINGO products and services.
* Background check required