



SOCIAL MEDIA MARKETING INTERN

Position Type: Part-time, Non-exempt

Reports To: Marketing Manager

Location: Remote

Compensation: \$15/hour, 10 hours per week

Schedule: 13 weeks per semester for 2 semesters

The Nonprofit Leadership Alliance (NLA) is a diverse team of passionate and driven individuals committed to strengthening the social sector through a talented, prepared workforce. As a 76-year-old 501(c)(3) organization, NLA represents a national network of colleges, universities, nonprofit organizations, and working professionals dedicated to the capacity of the nonprofit sector.

At the heart of our mission is the Certified Nonprofit Professional (CNP) credential, the only nationally recognized credential developed specifically for nonprofit management and leadership. More than 12,800+ leaders have earned the CNP, demonstrating the knowledge and skills needed to make meaningful, lasting change in their communities.

DUTIES AND RESPONSIBILITIES:

The Social Media Marketing Intern will play a key role in helping NLA expand its digital reach and community engagement of Association of CNPs. This role focuses on creating and managing social media and video content, supporting the launch of both a paid and unpaid influencer/ambassador program, and building strong online relationships with CNPs, Advanced CNPs, donors, and institutional partnerships.

These responsibilities include:

- Collaborate on marketing campaign planning and execution
- Help design and launch NLA's influencer and ambassador program
- Communicate with ambassadors on upcoming content and events
- Support the development of landing pages and tracking links for ambassador/influencer campaigns
- Assist in building a CNP Amplification Kit to make CNP Day (March 1st) a signature annual campaign for alumni and CNP learners
- Assist in the creation, scheduling, and posting of social media and video content
- Engage with social media posts from CNPs, ambassadors, institutions, partner organizations (liking, commenting, relationship-building)
- Attend staff meetings and contribute to brainstorm sessions, when available

KNOWLEDGE, SKILLS, ABILITIES, & QUALIFICATIONS:



Required

- Familiarity with major social media platforms (Instagram, Facebook, TikTok, LinkedIn, BlueSky, Threads, Pinterest, Reddit, & YouTube).
- Writing and communication skills with the ability to adapt to different audiences and media.
- Interest in influencer, ambassador, or community building strategies.
- Work well independently as well as with a team.
- Comfortable engaging with professionals online.
- Technical competency with programs such as Microsoft Suite (Word, Excel, PowerPoint) and other online applications (Canva or Adobe Products).
- General knowledge of communications and marketing principles and practices
- Work up to 10 hours per week (13 weeks per semester for 2 semesters)

Preferred

- Undergraduate or Graduate Student working toward earning their Certified Nonprofit Professional (CNP) credential
- Familiarity of the nonprofit sector, particularly national nonprofit organization networks and training and development programs

COMPENSATION:

- \$15/hour

APPLICATION:

- Please send your resume and either a short cover letter **or a short sample of your written work (such as a social media post, short article, class assignment, etc)** to: info@nla1.org
- For more information regarding our mission, please visit: www.nla1.org