



Bike & Build - Social Media / Marketing Intern

About Bike & Build

Bike & Build is a small nonprofit organization with a national reach, and our headquarters are located in Philadelphia. Our team of 3 full-time directors work in a flat leadership structure where we each have a unique focus area yet work collaboratively to make decisions and complete projects. We accomplish our mission through programming consisting of cross country, regional and local bike trips that focus on affordable housing education and advocacy. Our tight knit team is looking to hire an intern this fall with the option to continue into the spring semester to assist our team in rolling out new projects, and returning to our pre-pandemic programming.

Job Description

We are looking for a service oriented, enthusiastic, and self motivated person to join our current Bike & Build team. You will report directly to our Director of Outreach and Communications, though you will work closely with all three of our Directors on various projects. A large part of the position will involve social media management, content creation, and data analytics - you'll be working with our staff to hone and expand Bike & Build's brand and gather data to track our progress.

The ideal candidate for this position is someone who is excited to learn about the inner workings of a small nonprofit, gain experience in digital marketing, and ready to innovate, get creative, and learn.

Location

Bike & Build is headquartered in the [Bok Building](#) in South Philadelphia, with 2 of our 3 directors working remotely. This position is open to both in person and remote candidates, and/or a hybrid mix. We are open to an intern working out of our physical office, or working remotely from any location with reliable internet access.

Key Responsibilities:

- Assist staff in launching and/or expanding new social platforms, specifically TikTok and Snapchat
- Develop engaging content for social media, blogs, and email marketing
- Report on health of social channels and email marketing
- Brainstorm innovative and creative methods to engage the Bike & Build community

- Support Bike & Build staff with administrative tasks and projects as needed

***We also have a variety of projects that are ongoing in all areas of our nonprofit and would love to involve an intern in those projects based on interest and skills.*

Requirements

- Ability to work independently on projects without direct supervision
- Ability to work between 7-10 hours per week, including attending weekly meetings
- Passion or excitement for nonprofits, civic engagement, cycling, and/or service
- Time management and organizational skills
- Ability to use Google Suite, Social Media Platforms (Facebook, Instagram, Tik Tok), and Marketing Automation Platforms
- If working remotely you must have reliable internet access and a functioning laptop

Preferred Qualifications (not required)

- Outstanding writing and editing skills
- Familiarity with social media channels and audiences
- Strong verbal communication skills - ability to take and give feedback
- Sense of humor and flexibility

Compensation

- Bike & Build can work with your university to utilize student financial aid/work study funds if applicable
- Otherwise, interns will receive \$15/hour for 7-10 hours per week of work.
- Discounted program fees for Bike & Build programs are also available

Application instructions

Please submit your resume and cover letter to lauren@bikeandbuild.org for this position. The deadline is September 23rd, 2021.

At Bike & Build we are committed to fostering an environment of mutual respect, where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. Bike & Build believes that building diversity is critical to the success of our programs and organization as a whole.