



Position Title	Social Media Assistant
Type	Part Time
Status	Intern / Volunteer
# of Opportunities	1-2
Location	Remote

Play2EDUCATE Overview:

Play2EDUCATE (P2E) is a nonprofit organization / non-governmental organization (NGO) registered in the United States and Kosovo. P2E is based in Colorado, USA and Prishtinë/Priština, Kosovo. P2E cultivates positive relationship development among youth to promote tolerance and foster resilience focused on preventing religious, political, and ethnic extremism, conflict, and violence. More specific information on the organization and its programs can be found on the website ([www.play2educate.org](http://www.play2educate.org)) or on our Facebook page ([www.facebook.com/play2educate](http://www.facebook.com/play2educate)).

Position Description:

The Social Media Assistant will provide support to Play2EDUCATE through the co-management of social media accounts (Facebook, Instagram, Flickr, LinkedIn), including the development of social media post content, organizing online campaigns, engaging users, and generating new ideas and material. Additionally, the Social Media Assistant may be asked to assist with photography and/or videography projects (i.e. creating program videos, photo slideshows) to be used for marketing, participant engagement, etc. It is expected that the position will require between 4-5 (flexible) hours per week. The total number of hours per week may vary based on program or event schedules, organizational growth, training sessions, and/or unforeseen tasks.

Responsibilities may include but are not limited to:

- Supervised co-management of P2E social media (i.e. Facebook, Instagram, Flickr LinkedIn)
- Development of social media content and campaigns
- Develop and implement ways to engage users with P2E pages and content
- Serve on P2E’s Marketing/Outreach Committee
- Contributing to the social media strategy and position handbook
- Editing photographs and videos for professional online and/or marketing use
- Creating videos or photo slideshows for marketing or participant engagement purposes
- Attend (bi)weekly supervision meetings, committee meetings, and other meetings as required by the Executive Director and/or Supervisor

## Qualifications:

### Required

- Fluent written and verbal English
- Educational background and/or previous experience in social media campaigns, marketing, and/or follower engagement
- Proficient in Microsoft Office, GoogleDocs, DropBox, Canva, Illustrator, and/or other mainstream and creative software
- Strong attention to detail and proofing skills
- Be self-motivated and able to work independently

### Preferred

- Fluent written and verbal Albanian and/or Serbian skills
- Previous professional experience in social media management and content development
- A strong interest in / experience with photo and video projects
- Experience working with photo/video editing software such as: Quik, Adobe PhotoShop, Apple Photos / iMovie, PaintShop, VideoStudio, Adobe Premiere etc.
- Current or recent University attendance

## Work Environment:

The intern / volunteer will primarily perform work remotely via online communication and sharing tools such as GoogleDrive, DropBox, Skype, email, messenger applications, etc. There will be regular live video calls with the Executive Director, Supervisor(s), and/or other staff members for supervision and collaboration. Further, the intern / volunteer may be asked to attend in-person meetings, when applicable / possible, with the Executive Director, Board Members, and/or other staff and volunteers.

## Benefits of Internship Opportunity:

The Social Media Assistant will develop and/or strengthen their social media management skills in the areas previously listed, as well as their skills in social media content development. The intern / volunteer will also gain further experience working on an international team in a multilingual, but primarily English-speaking, atmosphere and in a primarily remote (online) work environment. In addition to an excellent addition to any resume / CV, the intern / volunteer will have the prospect of growing their professional network through our local and international contacts. Most importantly, the intern / volunteer will be part of a grassroots opportunity to contribute to the development of a global NGO, while helping program locations to achieve a safe and secure environment.

This position is an unpaid internship / volunteer position; however, P2E can and does coordinate with academic institutions and projects to provide academic credit (i.e. UNC, RIT-K / AUK Co-op; PHS). If you would like to obtain academic credit via this internship / volunteer position, please inform us in your application.

During the internship / volunteer period, Play2EDUCATE will provide reimbursement for any reasonable out-of-pocket expenses that are incurred when performing authorized tasks associated within this role. We do this to ensure that interns / volunteers are not financially disadvantaged as a result of their position with us. These payments are not remuneration or wages; therefore, prior approval from the Executive Director or a Supervisor is always needed, and receipts must always be provided to the Supervisor. We may sometimes provide other benefits as part of this role (examples include training, free

food/beverages, or clothing). Where this occurs, it is on a gratuitous basis at the discretion of P2E and is not payment in lieu of salary.

Application Process:

- Submit a current resume / CV and Cover Letter to us via email: [info@play2educate.org](mailto:info@play2educate.org) with “Social Media Assistant” in the subject line.
- We will reply to you with acknowledgement of receipt of your application documents. Please give us up to three business days to send the acknowledgement email. If you do not hear from us after three business days, you may send us an email inquiry about receipt of your application.
- After the application deadline, qualifying applicants will be contacted by a Play2EDUCATE Staff or Board Member for a short interview.
- **Application deadline: 06 March 2020**
- **Targeted start date: Immediately**
- **Position duration: Two options are available (extensions possible):**
  - **Three to four months**
  - **Pre-determined number of hours to meet academic credit requirements (e.g. 200 hours)**