



JOB ANNOUNCEMENT
Social Media Intern

RotaCare Bay Area, Inc. (RBA) is a volunteer alliance of medical professionals, organizations and community members dedicated to providing free primary, quality healthcare services to uninsured families and individuals with limited ability to pay for medical care. We are a volunteer driven organization supported primarily through locally based philanthropy. RBA's network of 9 free medical clinics is located in six counties throughout the San Francisco Bay Area and Central Coast. RotaCare Bay Area seeks new team members to join its Bay Area regional office located in Milpitas, CA.

Basic Function: The Social Media Intern will be responsible for creating engaging content, managing our social media presence for the RotaCare Bay Area Free Medical Clinics. The Program Assistant will work closely with the RBA team to advance RBA's mission.

Reporting Relationships: The Social Media Intern reports directly to the CEO of RBA based in Milpitas, CA.

Knowledge/Responsibilities:

- Manage and maintain our social media presence across multiple platforms, including Facebook, Twitter, Instagram, and LinkedIn.
- Develop and implement a comprehensive social media strategy to increase brand awareness and drive website traffic.
- Create high-quality, engaging content that resonates with our target audience, including graphics, videos, and blog posts.
- Monitor and respond to social media comments, messages, and reviews in a timely and professional manner.
- Conduct research to stay up-to-date on the latest social media trends and best practices.
- Collaborate with our marketing team to plan and execute social media campaigns.
- Analyze and report on social media performance metrics, identifying areas for improvement and opportunities for growth.
- Assist in managing our social media advertising campaigns to ensure they are effective and meeting their goals.

Qualifications and Requirements:

- Previous experience in social media management and public relations is highly desirable.
- Strong understanding of social media platforms and their respective audiences.
- Proficiency in graphic design and video editing software, such as Adobe Creative Suite.
- Excellent communication and writing skills.
- Ability to work independently and as part of a team.
- Strong analytical skills and attention to detail.
- Familiarity with social media analytics tools, such as Hootsuite Insights or Sprout Social.

Salary and Benefits

- *This position will have a stipend for the duration of the internship.*

Hire Date: *Immediately*

Application Deadline: *Open until filled*

To Apply: *Please send your resume via email to jatinderpals@rotacarebayarea.org.*

RotaCare Bay Area, Inc. is an Equal Opportunity employer.