



Thomasville Landmarks, Inc. is a historic preservation advocacy nonprofit whose mission is to preserve, promote, and advance the architecture, landscape, and history unique to Thomasville and Thomas County. We are seeking a highly-motivated, creative, and community-minded Social Media Intern to join our preservation team. The ideal applicant will command a strong knowledge of social media marketing, excellent communication skills, and a passion for community betterment. The successful candidate will develop and implement a social media strategy for the company, while communicating effective content within the brand guidelines.

Duties and Responsibilities include:

- Build and execute social media strategy through research, benchmarking, messaging, and audience identification
- Create and implement social media marketing plans on a daily, weekly, and monthly basis
- Creating, editing, and posting engaging social media content, including graphics
- Publishing social media content on a scheduled basis
- Maintaining social media calendar and ensuring content meets deadlines
- Work with Executive Director and Preservation Programs Manager to create and implement social media marketing initiatives and campaigns
- Curating social media content for events, stand-alone campaigns, and other projects
- Monitor analytics with Executive Director to identify viable ideas that will promote and grow the company and its clients
- Assisting in the overall distribution of press releases and media alerts for the company
- Assisting with event planning and preparation
- Providing support to management team at events
- Communicating with community stakeholders on company message

Requirements/Qualifications:

- Must be high-school senior or currently enrolled in collegiate coursework at an accredited university
- Must be available from May through July, for 10-20 hours per week
- Must seek course credit for internship
- Background in creative writing, advertising, public relations, marketing, or related experience
- Excellent verbal and written communication skills
- Experience with Adobe Creative Suite programs, such as Illustrator and Photoshop, and Microsoft Office
- Experience with various social media platforms, such as Facebook, Instagram, Twitter, and LinkedIn

Please submit a cover letter, resume, and references to Mary Lawrence Lang, Executive Director, at marylawrence@rose.net.