



Main Street Muskogee
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www.mainstreetmuskogee.com

Social Media and Marketing Intern

Job Description and Details

About Main Street Muskogee

Main Street Muskogee works to enhance the Downtown Muskogee district through events, marketing, business recruitment and development, historic preservation, and community partnerships. We are a 501(c)(3) nonprofit organization, founded in 2008. We serve the stakeholders of Downtown Muskogee, who we define as business owners, property owners, institutions, residents, customers, and visitors. Our efforts address both economic development and quality of life. We hope our work will result in attracting and retaining vibrant local residents and keeping more money in our local economy.

Vision Statement

"Bring to life the Heart and Soul of Downtown Muskogee."

Mission Statement

"Build upon our Vision Statement of bringing to life the Heart and Soul of Muskogee by creating a revitalized, livable, family-focused and entertainment-rich historic and economically-vibrant downtown."

About the Internship

The Social Media Intern will work closely with and under the supervision of the Executive Director. The Intern will be responsible for creating both image and video content to be used on Facebook and Instagram. Our office is a business-casual work environment located in a historic building in Downtown Muskogee. While our office hours are from 9 am to 5 pm Monday - Friday, the Intern's schedule will be flexible. Weekly check-ins and participation in events are expected. We're looking for someone who is passionate about our small town, who loves everything local (shopping, exploring, eating, drinking, you name it!), and who appreciates and supports small businesses. If you enjoy spending time in Downtown Muskogee with your friends and you see the world through a creative lens, we encourage you to apply!

Duties + Responsibilities

- Creating video and image content for Facebook, and Instagram, with an emphasis on IG Reels and TikToks
- Ability to oversee and manage multiple social media accounts
- Ability to oversee and manage website content
- Availability to attend events in evenings and on weekends in Downtown Muskogee
 - Street Eats on Broadway, Downtown Business Awards, Weekend of Local etc.
- Other duties as assigned by Executive Director

Qualifications

- Excellent written and oral communication skills
- Ability to think on the fly
- Eye for engaging and appealing content
- In-depth knowledge of social media platforms
- Understanding of how to use a “brand voice”
- Working knowledge of content management systems and analytic tools
- Experience running targeted social media advertising campaigns
- Bachelor’s degree or currently enrolled in an accredited college or university in marketing or related field of study
- Minimum overall GPA of 3.0
- 20 hours a week Monday-Friday, 9:00am - 5:00pm, with special exceptions for events, unpaid internship

The Ideal Candidate...

- Isn’t afraid to ask questions and continually looks for ways to improve their skills throughout their internship
- Has a creative mindset that enables them to contribute innovative ideas to our marketing strategy
- Has excellent written communication to come up with unique slogans or attention-drawing social media captions
- Has enough knowledge of social media marketing practices to work independently on one or more of their projects
- Is flexible, open to new ideas and ways of thinking, and is receptive to feedback
- Would be available to start in May 2024 and work with us throughout the summer!