



21 Park Avenue  
Yonkers, NY 10703-3401  
914.376.3900 | greyston.org

### **Communications/Development Social Media Intern**

**Hourly Rate: \$13.50/hr.**

**No Remote Work, must be able to travel to the office**

Since 1982, Greyston has provided individuals in Southwest Yonkers, NY with employment, training, and resources to lift themselves out of poverty. Greyston's internationally recognized, world-class bakery provides jobs to individuals who often are excluded from the mainstream workforce, and our wraparound community programs help individuals maintain employment and begin ascending the economic ladder. Rather than investing in the exclusion of applicants, Greyston invests in an inclusive model that ensures everyone willing to work has a fair chance to obtain and keep a job, regardless of his or her past. For more information, visit [greyston.org](http://greyston.org).

We are searching for a Communications/Development Social Media Intern for a temporary assignment until the end of this calendar year with the possibility of being extended. This role will support Marketing and Communications in promoting Greyston, generating partnership opportunities, and increasing donations.

#### **Primary Function:**

Successful candidate will be assisting in developing, designing, and executing social media campaigns to increase awareness and engagement, and educate target audiences about Greyston's mission to create a more inclusive economy.

**This is a part-time role with approximately 20 hours per week – Monday through Friday with a flexible schedule, Must be able to travel to office – No remote work**

**This is a paid internship - \$13.50 per hour.**

#### **Responsibilities:**

- Design and execute social media campaigns for Greyston Foundation and Greyston Bakery.
- Create weekly and monthly editorial calendars to promote Greyston on LinkedIn, Instagram, Facebook Twitter and YouTube.
- Create and distribute content such as infographics, videos, slideshows, etc. suitable for social media.
- Track social media engagement/metrics to track success, and identify which messages and ideas resonate with audiences, and scale activities accordingly.
- Assist with related communications/marketing projects as needed/time allows.

#### **Requirements:**

- Currently pursuing a bachelor's degree in digital communications or related field, such as communications, marketing, media, or nonprofit program.
- Interest in nonprofit communications and development.

**Skills/Knowledge:**

- Experience with major social media platforms.
- Knowledge of social media analytics software, such as Google Analytics, to track engagement and performance.
- Experience with content management systems, and word processing and image/video editing software.
- Knowledge of targeted advertising across social media platforms helpful.
- Commitment to Greyston's core values, mission, and programs with an approach consistent with the foundation's guiding principles, and holding self to the highest ethical standards.
- Strong executional and project management skills with a proven record of meeting deadlines and commitments.

Greyston is committed to creating equitable employment opportunities for all individuals. We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

**EEO Statement:**

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**How to apply:**

If your background and qualifications match the Communications/Development Social Media Intern, and you are passionate about Greyston's social justice mission, we would love to hear from you. Kindly send your resume and cover letter, to [jobs@greyston.org](mailto:jobs@greyston.org).