Social Media Intern

Ohio Department of Public Safety/Communications Office
1970 West Broad Street, Columbus, OH 43223
http://publicsafety.ohio.gov/

Application Deadline: Application Deadline to submit application October 9 @ 5:00pm

Application Submission Details:
Email application package to Karen Peters, Scripps College Internship and Student Services Specialist p特斯k@ohio.edu Schoonover Center 119

Note: position and semester in email RE: line.

Application to include:

- Résumé (including samples of work relating to intern position)
- Address cover letter address to: DO NOT SEND
  Mr. Jeff Grayson, Special Advisor, Office of Director
  Ohio Department of Public Safety/Communications Office
  1970 West Broad Street, Columbus, OH 43223
- Identify session of interest in cover letter Spring Semester: January 12- May 2, 2015 or
  Summer Semester: May 11- August 15

Internship Qualifications:

- Internship located at physical location in Columbus, OH
- Junior, Senior or Graduate Student enrolled in good standing at the Scripps College of Communication. Additional qualifiers include:
  - Must be currently enrolled in an accredited college/university, as verified via official or unofficial transcript or letter on letterhead from the Registrar’s Office confirming enrollment. (Documentation for summer may vary)
  - Be in good standing with the college/university, as verified via transcript
  - Have a minimum grade point average of 2.0
  - Be enrolled in at least one course
  - Be pursuing a degree or finishing a degree
- Working knowledge and experience in planning, managing and executing social media initiatives.
- Experience planning social media programs.
- Knowledge of social media legal guidelines, including, but not limited to WOMMA and “pay-per-post”.


Knowledge of Strategic planning and processes for brand management and creative development, including research tools and evaluation of results.

Knowledge of media strategy and planning options and the media role in integrated communication.

Strong communication skills.

**Internship Responsibilities/A description of the position:**

- The Social Media Intern is responsible for the ongoing management and growth of the Ohio Department of Public Safety’s social media presence in alignment with the Department’s and its Divisions’ strategies and direction.
- Collaborate to develop marketing and communications plans that leverage the social media space. You will own the strategy and the execution of the ideas.
- Responsible for developing content across owned and earned social channels. This could include blog posts, tweets, status updates, pins, photos and videos.
- Creates, manages and grows Departmental and Divisional presence across social media channels, including, but not limited to blogs, Twitter, Facebook, Pinterest, LinkedIn, YouTube and Instagram.
- Leverages measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives.
- Available to work minimum 20 hrs./week or 2 days a week (and up to a maximum 40 hrs./week) between 7:00am -5:00pm in Columbus, OH. Flexible with hours. May require work after normal business hours or weekends for special events.

**Skills and Software Ability Needed:**

- Experience with social media platforms, including, but not limited to Facebook, foursquare, Pinterest, Twitter, YouTube, Google+ and Path.
- Experience with leveraging social media management and analytics tools, including, but not limited to HootSuite, Visible Technologies, Radian 6 and Crimson Hexagon.
- Experience writing, editing and crafting content for the social media space.

**ODPS Notes:**

- Please note the following information as it relates to the Intern program at the Ohio Department of Public Safety:
  - College interns are temporary, exempt, unclassified employees.
  - Each intern goes through a records check and BCI fingerprint check prior to beginning employment with Public Safety. Once the student is approved through our background process, we will work with you to determine hire dates.
- Below are the pre-hire forms each student who is selected will need to complete and Ohio Department of Public Safety HR can assist with obtaining the forms:
  - State of Ohio application, Unclassified service explanation of agreement, Supplemental employment agreement (DPS 0150), Nepotism statement form (DPS 0149), Applicant background information form (DPS 0101), Student Status form
• **Stipend Amount:** Undergraduate students – Junior $13.50/hr., Senior $14.50/hr.; Graduate students – 1\(^{st}\) yr. $15.50/hr., 2\(^{nd}\) yr. $16.50/hr., 3\(^{rd}\) yr. $17.50/hr.