



## Experience Works! PLUS Internship Program

A program of the Westmoreland-Fayette Workforce Investment Board

***Please review the EWP Handbook for full program eligibility and application processes. The WFWIB funds internships at its discretion and reserves the right to screen worksite and individual intern applications to ensure program eligibility. We cannot guarantee an interview or internship offer if a student is referred to one of the following organizations. Program spots are limited and filled on a rolling basis.***

### **Internship Job Title:**

Social Media and Digital Marketing Specialist

### **Location:**

Acme, PA

### **Responsibilities:**

Social Media Management:

- post and manage daily content
- develop and maintain a monthly content calendar
- monitor engagement metrics and adjust strategy accordingly
- grow followers and increase community engagement

Content Creation:

- capture high quality photos and videos of lessons, horses, events and programs
- edit photos and videos for website and social media use
- write compelling captions and mission focused storytelling content
- ensure all content reflects Stonebrook's brand and values

Graphic Design and Advertising:

- Design attractive digital ads, flyers and graphics
- assist with email marketing and website updates

Community Outreach and Events:

- attend select community outreach events and represent Stonebrook Foundation professionally within the community
- assist with promotional setup and brand visibility at events

**Critical Skills:**

creative storytelling, detail oriented, compassionate and professional, comfortable around horses and individuals with disabilities, team oriented but able to work independently