



The National Fraternity of KAPPA DELTA RHO, INC.

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The National Fraternity of Kappa Delta Rho, Inc. Social Media Intern Job Description

The Social Media intern will collaborate with the Director of Office Operations and the social media and marketing efforts of the National Fraternity. The intern will assist in the creation of content, social media management, growth and engagement of followers, and creating an overall social media strategy in alignment with the National Fraternity's mission, values, and strategic plan.

RESPONSIBILITIES:

1. Uphold the Constitution, policies and procedures of the Kappa Delta Rho Fraternity
2. Create 4-6 posts per week for Facebook, Instagram, and Twitter
3. Create 1 post per week for LinkedIn
4. Create and post one news article on the KDR website
5. Schedule Founders Day recognition tweets for other fraternities/sororities as well as KDR chapters
6. Engage with KDR's social media followers by liking/responding to posts and re-sharing relevant and appropriate content
7. Provide all-day social media support for major KDR events, such as Consuls Academy, Elmon M. Williams Leadership Academy, Founders Day, and Day of Giving, with content being shared each hour to our social media channels on those days (remote availability)
8. Build a social media toolkit for Founders Day and Day of Giving
9. Write articles for the *Quill & Scroll* as requested
10. Assist chapters with developing their social media strategy as requested
11. Fulfill other responsibilities as directed by the Director of Office Operations
12. Attend weekly meeting, via phone, with the Director of Office Operations

QUALIFICATIONS:

1. Proficient in Facebook (including Facebook Pages), Twitter, LinkedIn, and Instagram
2. Familiar with content creation tools/apps as well as content scheduling tools
3. Ability and willingness to learn new technologies
4. Must possess strong written communication skills, with attention to spelling and grammar
5. Must be available to provide social media support during major KDR events (remote availability is ok)
6. Must be skilled in time management and able to manage multiple tasks
7. Must be able to work independently in a remote environment