

City Council Social Media Intern

Minimum Preparation for Work:

Candidates should be college students residing in or attending school in Escambia County.

Necessary Special Requirements

Must possess knowledge of spelling, grammar, and punctuation. Must have experience with social media platforms, including Facebook, Instagram, and LinkedIn. Knowledge of principles and best practices of communication strategies to the general public. Knowledge of graphic design using Canva and/or Adobe Creative Suite, including Photoshop, Illustrator, and InDesign.

Nature of Work:

The City of Pensacola Office of the City Council is offering an internship for the Summer 2024 semester to a creative and outgoing college student seeking a career in public relations, communications, marketing, journalism, public administration, or a related field.

This position will assist seven (7) individual Council Members with their social media needs. A willingness to learn and understand the Florida Sunshine and Public Records laws, is preferred.

Examples of Work:

- Assists with writing, editing, and communicating press releases and social media copy.
- Assists in the development of content on different social media platforms, such as webpage development, Facebook page creation and monitoring, Instagram page creation, etc.
- Assists with photography and videography for Council Members to share on public information platforms.
- Assists with the production of graphic images and promotional materials for City events and programs.
- Creating surveys on topics of interest for the Council Member and their district.
- Other technological assistance as required by Council Members

Work Environment:

Work is primarily sedentary in nature and performed in an office environment. The noise level in the work environment is usually moderate. Some jobs may require an employee to be exposed to outside weather conditions, wet and/or humid conditions.

This description is not intended to be, nor should it be construed as an all-inclusive list of responsibilities, skills or working conditions associated with the position. It is intended to accurately reflect the activities and requirements of the position, but duties may be added, deleted, or modified as necessary. This description does not constitute a written or implied contract of employment.