

Chimp Haven Internship Opportunity: Social Media Intern

Position Details

- Type: Internship
- Term: Summer 2024
- Hours: Part-time or Full-time available; 20 – 40 hours per week
- Locations: Hybrid remote + Keithville, LA

Internship Description

Chimp Haven has a unique opportunity for a social media intern to produce fun and engaging content featuring the hundreds of fascinating personalities at the world's largest chimpanzee sanctuary. Work alongside the DevComm team to tell the stories of the 300+ chimpanzees who call the sanctuary home, gain meaningful real-world experience, and build your creative portfolio.

A major focus of the internship will be launching and growing the sanctuary's TikTok channel. If you're creative, love animals, think and speak in TikTok sounds, and are ready to make ChimpTok a thing, let's talk about spending a summer with the chimps!

The Summer 2024 internship is available May/June – Sept. 1 (start and end dates are flexible based on school schedules), with part-time or full-time options. Candidates should expect to work during normal business hours, Monday – Friday, with the potential for occasional weekend or after-hours work for special events. Candidates will be partially based at the Chimp Haven sanctuary in Keithville, Louisiana (a hybrid option is available.)

Team Description

The Development and Communications team leads marketing, fundraising, and communications efforts for the organization and tells the story of the sanctuary's work and its 300+ chimpanzee residents across various channels, including web and social media. Chimp Haven's brand voice is fun, lighthearted, and approachable. The Social Media Intern will work closely with the content team, which produces and manages content for the Chimp Haven website and social media channels, and will have full ownership of launching and growing the sanctuary's TikTok channel.

Responsibilities

The Social Media Intern will plan and produce social media content, with emphasis on growing Chimp Haven's TikTok presence. To include but not limited to:

- Create and shape Chimp Haven's TikTok presence and voice with a regular posting cadence and frequent audience engagement.
- Closely follow social media trends and pitch and produce content that centers the chimpanzees and their lives at sanctuary and aligns with current trends for each channel.
- Work with Chimp Haven staff to capture content; direct staff to participate in content as needed.
- Shoot and edit video and photos for all content needs.
- Write fun, engaging, brand-right copy and captions and lead review process for posts.
- Schedule and post content and assist with community management.
- Pitch and create content for other Chimp Haven channels and the website.

- Work with the Content Officer and Content and Design Specialist to plan content that aligns with the organization's communications priorities and editorial calendar, as needed.

Qualifications

- Experience working with Meta Business Suite, Instagram, Tiktok, Facebook, Twitter, Sprout Social, and Canva preferred
- An active TikTok presence and excellent knowledge of current trends
- Experience shooting and editing high-quality video and photos with DSLR camera
- Strong writing and communication skills
- Ability to pitch ideas, collaborate with staff, and provide direction to see ideas through production
- Excellent research skills
- Knowledge of social media analytics and reporting to track audience engagement and campaign performance
- Experience with content management systems, word processor applications, and image/video editing software
- Pursuing or recently completed a degree related to communications, media, public relations, digital media, or a related field
- Proof of a negative TB test and current MMR, Tetanus, and COVID vaccinations is required and applicants must be over 18 years old

Housing & Stipend

This internship is eligible for a stipend of \$125 per week for the internship period. Intern housing may also be available on site for the term of the internship (requires a \$200 refundable security deposit and \$75 non-refundable cleaning fee). A personal vehicle is required (non-negotiable).

Application

Please send cover letter and resume to Reba Collins, rcollins@chimphaven.org, by Friday, May 3.