



Social Media and Event Planning Intern

Purpose:

The Social Media and Event Planner Volunteer/Intern will lead efforts in The Farmory's social media presence to raise awareness of the organization and engage readers in our efforts to build and grow a non-profit urban farm. All social media activity will take place in conjunction with organizational goals and overall marketing strategies. While helping to grow and maintain our presence on our social media platforms, this volunteer/intern will also have a hand in event planning for The Farmory.

Location: *Currently remote until further notice.

NeighborWorks Green Bay
437 S. Jackson St.
Green Bay, WI 54301

The Farmory
815 Chicago St
Green Bay, WI, 54301

Supervisor: Morgan Emmel, Farmory Staff, and Marketing Committee

Expectations:

- Intern will attend Farmory Staff Meetings every Monday 2-3PM
- Act upon their creative freedom
- Update, maintain, and implement our Farmory Social Media Strategy according to our Marketing Committee's needs
- Give valuable input and ideas during staff and committee meetings
- Attend weekly check-ins with Morgan
- Actively be apart of our Farmory team

Objectives:

- Social Media management on all platforms
- Event planning, either in-person or remote, including but not limited to Give Big Green Bay, FarmoryWorks Graduation Ceremony, our Annual Campaign, and the planning and reviving of our Farmory Workshops

Key Responsibilities:

- Create and schedule effective, engaging posts on our social media platforms
- Creating and implementing agendas for our Marketing Committee meetings, as well as attending them to add fresh ideas and talent to our team
- Monitor current activities and strive to improve the functionality of all social media (Website, Facebook, Twitter, Instagram, and LinkedIn)
- Create graphics to help promote events and workshops for The Farmory
- Work with Farmory staff to frequently update and implement our Social Media Strategies and be able to relay information
- Analyze similar institutions social media presence and strategies
- Event planning
- Be a liaison with NeighborWorks Green Bay events and social media

Qualifications:

- Experience using social media outlet, e.g. Facebook, Twitter, Instagram
- Strong research and analytical skills
- Creative, some graphic design experience
- Strong writing and editing skills, with attention to detail
- Positive attitude/customer service skills

- Must be self-motivated

Time Commitment:

- 2-5 hours per week, but will increase to 10-15 during week of events

Time Frame:

This will be a 3-month contract starting April 16th, 2021. If desired, this contract may be renewed for another three months.

Compensation: Unpaid Internship

The Farmory is a 501c3 nonprofit indoor urban farm with a social mission. Our mission is to provide opportunities in sustainable agriculture that increase economic self-sufficiency and improve health and wellbeing of residents of all ages and abilities. We accomplish our mission through education, outreach, and service learning programs that bring students and adults into our working aquaponics farm and fish hatchery. If you are interested in learning more about the developing project or are interested in becoming involved, please call Claire Thompson at (920) 593-3708 or email her at claire@nwgreenbay.org. Visit our website at www.farmory.org to learn more!