

THE ORGANIZATION

Feeding Westchester is looking for people with the passion, courage, and creativity to create meaningful change in the lives of others. As a member of the Feeding America network of food banks and Westchester County's leading hunger relief organization, we moved nearly 22 million pounds of food to agencies and partners across Westchester County, including food pantries, soup kitchens, senior centers, and schools last fiscal year. We supplied 18.2 million meals to children, families, and seniors, mobilized 11,000 volunteers, and raised over \$12 million in donations to help end hunger.

Feeding Westchester's mission is to nourish our neighbors in the fight against hunger. As the heart of a network of more than 200 partners, we source and distribute food, and other resources, to communities across Westchester. We envision a community where all people have access to the food they need today, and the fundamental resources to build a better tomorrow.

THE OPPORTUNITY

Feeding Westchester has an exciting opportunity for a *Social Media and Influencer Marketing Intern* to join our team this summer! Our candidate will report to the Associate of Marketing and Communications and be responsible for creating compelling content for our social media channels, with a primary focus on launching our TikTok account. The candidate will showcase their photography and videography skills while capturing the essence of our mission. In addition, they will be working within our celebrity database, identifying influential partners, and developing innovative strategies to grow our network. Lastly, they will help create engaging blog content for our website, using their outstanding writing skills and creativity to promote our mission and connect with our audience.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES:

POSITION REQUIREMENTS

- Create engaging content for Feeding Westchester's social media channels, especially TikTok, to connect with our followers and expand our audience.
- Capture captivating photos and videos that showcase our mission and values, while also refining your photography and videography skills.
- Research IMDB Pro's celebrity database to identify influential partners in Westchester and develop creative ways to engage with them and grow our network.
- Assist in creating search engine optimized blog content for Feeding Westchester's website to promote our mission and engage with our audience.
- Attend events and programs to gather content and stories for social media and blog posts.
- Help track and analyze social media metrics to enhance the effectiveness of our campaigns.
- Research latest social media trends and best practices.

Required Experience

- Strong written and verbal communication skills, with the ability to write engaging blogs and copy
- Understanding of social media platforms, including TikTok, Instagram, and YouTube
- Experience with graphic design and video editing software, such as Canva and Adobe Suite
- Basic knowledge of photo and video editing software
- Comfortable with networking and communication with influencers and celebrities
- Willingness to learn and adapt to new technologies and marketing strategies
- Interest in influencer marketing, creative marketing, and nonprofit work

Working Conditions

- Working inside the Feeding Westchester offices a warehouse environment.
- Working outside in all weather conditions in all Westchester communities.
- Travel throughout Westchester County.
- Ability to work irregular or extended hours including some evenings and weekends.

ABOUT US

Feeding Westchester provides a competitive benefits package including paid time off, Medical/Dental/Vision coverages, 403(b) retirement plan with discretionary employer contribution, company-paid Life and LTD insurances, an Employee Assistance Program (EAP), and other ancillary benefits. Feeding Westchester is an Equal Opportunity Employer and does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, gender identity, veteran status, height, weight, or marital status in employment or the provision of services or any other category protected by law.

Feeding Westchester is committed to continually working to ensure we have an equitable and inclusive environment in place to support our diverse team. We strive to create professional growth paths for all who want them and a just culture that will support both internal collaboration and the work we do for our local community.

The purpose of this job description is to provide an overview of the scope of the position. This is not a comprehensive list of duties/responsibilities. Other duties and responsibilities may be assigned.

SALARY RANGE: \$15.00/hr or School Credit

Are you ready to work on fighting hunger? If so, apply here:

https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=7d4ec6c4-a7f9-4cdc-9105-678fd35808c9&cclid=19000101_000001&lang=en_US&jobId=487001