

## **SOCIAL MEDIA INTERNSHIP – LINKEDIN MANAGER**

COLLEGE OF LIBERAL ARTS

Spring 2025

### **JOB DESCRIPTION**

---

The College of Liberal Arts is looking for an intern during the Spring 2025 semester to do outreach and manage the College of Liberal Arts LinkedIn account. The internship is designed for students to gain real-life experience managing social media channels for a company/brand. The LinkedIn Manager will actively participate in an array of social media activities including strategy, branding, content creation, and community management.

The internship will meet once a week on Fridays, 9:30AM-12PM. Other weekly meetings are required, time and date TBD. An additional 8-10 hours a week of work will be required outside of these meetings. Occasional event coverage in the evenings or on weekends may be required. Interns can expect to commit about 15-20 hours a week to this position over the course of the semester.

This internship is paid and participants will enroll in an internship class to receive academic credit for their internship. **Pay: \$16.50/ hour**

### **DUTIES & RESPONSIBILITIES**

---

The LinkedIn Manager will work with a social media specialist and the College of Liberal Arts supervisor on the over-arching content strategy and campaign schedule.

#### **Research**

- Build an understanding of social media best practices
- Review key competitors and audit their social media channels
- Interview students, faculty, and staff in the College of Liberal Arts
- Gain a thorough understanding of the University and the College of Liberal Arts brand

#### **Planning**

- Build a content strategy including key topics that support University and College of Liberal Arts goals
- Determine how to best create and distribute the content
- Create an editorial calendar for content scheduling

#### **Implementation**

- Schedule/post content
- Engage with and manage online community
- Implement engagement and platform growth initiatives

#### Evaluation

- Utilize social media analytics to determine what is working
- Revise strategy accordingly
- Create a summary report at the end of the semester to be submitted to the College of Liberal Arts supervisor

#### QUALIFICATIONS/ SKILLS REQUIRED

---

- Must be enrolled in CLA department internship course and receive academic credit
- Basic knowledge of social media
- Basic knowledge of using technology and software to edit photos and content
- Strong attention to detail and ability to follow instructions
- Strong organizational and time management skills
- Team player with a positive attitude
- Effectively work independently
- Must be able to commit time daily to checking social media channel
- Ability to work with diverse populations and utilize strong customer service skills
- Ability to maintain confidentiality

#### APPLICATION INSTRUCTIONS

---

Submit resume and cover letter Sabella Moreno at [sabella.moreno@csulb.edu](mailto:sabella.moreno@csulb.edu).

**Apply by Thursday, January 30<sup>th</sup>.**

#### INTERN SUPERVISOR

---

Sabella Moreno  
Outreach & Events Advisor  
College of Liberal Arts – Dean's Office  
Phone: 562-985-4464  
Email: [sabella.moreno@csulb.edu](mailto:sabella.moreno@csulb.edu)

If you have any questions,  
contact Sabella Moreno at  
[sabella.moreno@csulb.edu](mailto:sabella.moreno@csulb.edu)

