

Amy M. McMillan
Director

Michael Lynch
County Commissioner

Bryant Nolden
County Commissioner

Michael J. Keeler
Citizen Representative

Joe Krapohl
Citizen Representative

William C. Lucas
Citizen Representative

Joe Madore
Citizen Representative

James Washington
Citizen Representative

Cloyce Dickerson
Ex-Officio

Gloria Nealy
Ex-Officio

Jeffrey Wright
Ex-Officio

A member of:

Michigan Recreation &
Park Association

National Recreation &
Park Association



Social Media Marketing Unpaid Intern

The Genesee County Parks and Recreation Commission is looking for a hardworking student to fill their Social Media Marketing Intern position. This is an unpaid position. This student will shadow the Genesee County Parks Communications, Event and Brand Manager, Danielle Fulcher. This student will also be working with the Parks' Marketing Assistant. Their duties would include but not be limited to:

- Write social media content as described in the Parks' Social Media plan to fill the content calendar for multiple pages. Must be pre-approved by the Communications, Event and Brand Manager before posting.
- Monitor social media pages and reply to questions and comments across various channels including Facebook, Twitter, Instagram, Pinterest, YouTube, and Google+
- Attend assorted parks programs to take photos and gather content for immediate posting on social media as needed
- Learn and implement scheduled posting techniques on all above mentioned social media pages for scheduling of the content calendar.
- Learn how to use Hootsuite for social media management.
- Shadow digital advertising meetings to gain knowledge of social ads, google ads, paid search, etc.
- Brainstorm new and fun social media topics and/or techniques.
- Learn about the field of parks and recreation to better use social media to accomplish our goals.
- Assist in development of a social video plan to begin implementing better use of video on social channels.
- Other tasks as assigned during the term of this internship.

To apply, please email your resume and cover letter directly to Parks Communications, Event and Brand Manager, Danielle Fulcher, at dfulcher@gcparks.org. Applications will be accepted until the position is filled.