

Social Media Intern – Summer 2022

About USCIB:

The United States Council for International Business (USCIB) actively serves on the front lines of global policy, representing the views of our membership base of the largest U.S. multinational businesses in Washington, New York, Geneva, Paris and elsewhere around the world. USCIB takes part in multilateral, international policy discussions to advocate for effective self-regulatory, multi-stakeholder, and legislative solutions that affirm the essential role business plays in building a prosperous and sustainable global economy for all.

Job Description:

This internship offers opportunities to work alongside USCIB's policy experts and USCIB's trade services team and is designed to give interns an opportunity to gain hands-on experience in the challenges facing society and the world. The intern will help craft social messaging for Twitter and LinkedIn to support USCIB's mission-driven social media in the areas of human rights and corporate responsibility, the environment and climate change, ICT, trade and investment, and much more. As some of USCIB's social channels are new, the intern will have the opportunity to help lay the foundations for a strong social media strategy in some of these platforms.

This is a paid internship based in our Washington DC office with flexibility to work remotely 2-3 days a week. The successful candidate must be able to commit to 40 hours per week. A successful candidate will have in-depth knowledge of and experience in social media platforms and crafting succinct and impactful social media messaging. An exceptional candidate will have a working knowledge of the major content management systems, photo and video editing software, and social media analytics.

The intern must also possess demonstrated interest, knowledge, or background in public policy and international relations, UN institutions and multilateral forums.

Duties/Responsibilities:

- Develop content to inform, educate and engage USCIB's audience to increase awareness for multiple projects, namely USCIB's mission to advance trade and open markets, The USCIB Foundation's initiatives *Business Partners to CONVINCE (BP2C)* and *Business Partners for Sustainable Development (BPSD)*, *Business for 2030*, and USCIB's ATA Carnet trade services department.
- Research case studies related to BP2C, BPSD, and Business for 2030.
- Draft tweets across multiple social media channels for approval by Deputy Director of Communications.
- Perform other duties as assigned by their supervisor.

Qualifications:

Ability to work June – September 2022, full time, in our Washington DC office 2-3 days a week, with the remaining time remotely.

Applicants in the process of obtaining a Bachelor's or Master's degree will be considered; applicants must be studying a field relevant to digital communications or international relations.

2+ years' experience in digital marketing/social media marketing.

Demonstrated interest or background in public policy and international relations with an understanding of UN institutions and multilateral forums.

High degree of organization, attention to detail, and skill at prioritizing and managing multiple tasks.

Ability to work as a part of a team.

Demonstrated proficiency in Twitter, LinkedIn, Hootsuite, and Canva, plus photo and video editing software required.

Knowledge of social media analytics software including Google Analytics and Twitter Analytics to track audience engagement and campaign performance

Strong communications, analytical, writing, and interpersonal skills.

To Apply:

To apply, please send your resume and cover letter to Kira Yevtukhova (kyevtukhova@uscib.org) by May 20, 2022.