ChildObesity180 at Tufts University

Social Media Intern, You’re the Mom

ChildObesity180 is offering a full-time, paid summer internship (10-12 weeks) for a graduate student interested in working on the You’re the Mom social media campaign. The intern will report directly to the Project Administrator.

About You’re the Mom

You’re the Mom is a social media campaign that aims to empower moms to take small steps toward feeding their children more healthfully. This campaign will be launched over social media in Boston and Atlanta beginning July 2019. While we hope all moms will feel empowered by the messages we share, our priority audience is low-income African American and Hispanic moms of children aged 4-10.

Position Description

The intern will assist with social media campaign strategy, planning, and execution. This is an excellent opportunity to gain hands-on experience in developing and delivering a digital social marketing campaign.

Responsibilities include (but are not limited to):

- Post scheduling and calendar management
- Concept development
- Engagement with followers
- Review of social trends and strategies
- Analysis of social media metrics

The ideal candidate is:

- Knowledgeable about social media usage and strategy (Facebook and Twitter)
- Familiar with graphic design tools and software
- Creative
- Passionate about childhood nutrition

If interested, please send a resume and cover letter to:

Hannah Macfarlane, Project Administrator, You’re the Mom

Hannah.Macfarlane@tufts.edu