

Job Title: Social Media and Alumni Engagement Intern

Organization: Central Kentucky Youth Orchestras (CKYO)

Location: Lexington, KY

Duration: Fall Semester 2024 (August – December) and/or Spring Semester 2024 (January – May)

#### About Us:

Central Kentucky Youth Orchestras (CKYO) is dedicated to providing exceptional musical education and performance opportunities to talented young musicians in our community. Through our comprehensive programs, we aim to foster creativity, discipline, and teamwork, while nurturing a lifelong love of music. Our organization is committed to supporting the growth and development of aspiring musicians, empowering them to achieve their full potential both on and off the stage. [www.ckyo.org](http://www.ckyo.org)

#### Job Description:

CKYO is seeking a dynamic and enthusiastic Social Media and Alumni Engagement Intern. This internship offers an opportunity for college-age individuals passionate about music, community engagement, and digital communications. The selected candidate will work closely with our staff to enhance our online presence, engage with current members and alumni, and promote our organization's mission across various social media platforms.

#### Responsibilities:

##### 1. Social Media Management:

- Develop and execute creative social media campaigns to increase visibility and engagement.
- Create compelling content including graphics, videos, and written posts to showcase our programs, events, and achievements.
- Utilize analytics tools to track performance metrics and identify opportunities for improvement.

##### 2. Alumni Engagement:

- Cultivate relationships with alumni members through communications and outreach efforts.
- Gather and share alumni success stories, testimonials, and updates to celebrate their accomplishments and contributions.
- Collaborate with staff to integrate alumni involvement into current program initiatives and fundraising efforts.

##### 3. Content Creation:

- Collaborate with program staff and participants to gather content for social media posts, including rehearsal snapshots, performance highlights, and behind-the-scenes footage.
- Write engaging blog posts, newsletters, and other written materials to share organizational news and updates with our community in quarterly newsletters.
- Assist in the creation of multimedia presentations and promotional materials for recruitment and fundraising purposes.

#### Qualifications:

- Currently enrolled in a college or university program, preferably studying arts administration, communications, marketing, music, or a related field.
- Strong written and verbal communication skills, with a keen eye for detail and creativity.
- Proficiency in social media platforms including Facebook, Instagram, Twitter, and LinkedIn.
- Experience with content creation tools such as Canva, Adobe Creative Suite, or similar software.
- Ability to work independently and collaboratively in a fast-paced environment, managing multiple tasks and deadlines effectively.
- Passion for music and the arts, with a genuine interest in supporting youth development and community engagement initiatives.

This is a 10 hour per week internship position. Compensation is \$750 per semester (applicants may commit to one semester or both semesters). Interested candidates should submit a resume, cover letter, and samples of previous work (if available) to Amelia Groetsch, Executive Director at [ckyorchestras@gmail.com](mailto:ckyorchestras@gmail.com). Background Check will be conducted due to work with school-aged students. We welcome candidates from diverse backgrounds and encourage individuals of all identities and experiences to apply.