

Digital Media Intern

General Summary

The Digital Media Intern supports the City of Mt. Pleasant's communications efforts through social media content planning and creation, analytics tracking, and website updates. This internship provides hands-on experience in municipal communications, with a focus on digital content and community engagement. The intern works under the direction of the Communications Coordinator and contributes to maintaining consistent, accurate public-facing information.

Department: Finance

Reports To: Communications Coordinator

Schedule: Flexible, part-time (16-20 hours per week)

Location: Mt. Pleasant City Hall

Learning Outcomes:

- Build portfolio ready examples of public-facing communications
- Learn to plan, create, and publish digital content using professional tools
- Develop skills in social media analytics and reporting
- Gain hands-on experience in municipal communications and public-sector workflows
- Understand cross-departmental collaboration in a local government setting

Essential Job Functions

- Assist with planning and implementing content calendars for City social media accounts
- Create community-focused digital content, with emphasis on vertical video
- Edit short-form video, create graphics using City templates, and write social media copy
- Schedule and publish content through Meta Business Suite following approval process
- Record monthly analytics for City social media channels and e-newsletters
- Complete routine website updates using the City's content management system (Revize)
- Provide general communications support

Note: All functions are considered essential

Minimum Requirements

Education: Current undergraduate or graduate student in communications, marketing, public relations, advertising, journalism, or a related field.

Knowledge Of: Social media platforms and best practices, basic principles of written communication and visual branding, Microsoft Office applications.

Skilled In: Graphic design tools (Canva and Adobe Suite) and writing clear and concise copy.

Ability To: Follow brand guidelines to produce clean, engaging, and professional-quality digital media.

Additional Requirements: Strong organizational skills and attention to visual detail.

Physical and Mental Demands and Work Environment

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee is regularly required to handle, feel, reach, talk, hear, and transport self to meetings; frequently required to sit, stand, move about, and walk; and occasionally climb or balance, stoop, kneel, or crouch. Vision abilities include close, distance, color, and peripheral vision; depth perception; and ability to adjust focus. Must be able to read, write, analyze, reason, comprehend, evaluate, organize, effectively communicate, and handle the stress associated with the demands of the position. The noise level in the work environment is usually moderate.

Pay Rate

\$16.00 per hour