

# Social Media Intern – Sophia M. Sachs Butterfly House

## ROLE DESCRIPTION:

The Sophia M. Sachs Butterfly House is looking for a part-time Social Media Intern. The Social Media Intern will be responsible for executing social media campaigns, analyzing social analytics, and assisting with communication efforts on behalf of the Butterfly House.

## ABOUT THE ROLE:

- Assists in producing engaging digital content to support the Butterfly House’s branding and communication strategies across our social media platforms, with the goal of increasing audience size and engagement.
- Monitors and engages with followers on social media and is proactive in identifying issues or concerns related to our followers.
- Keeps abreast of industry and social media trends and makes recommendations for improvements based on the latest trends.
- Assists in influencer recruitment and outreach for the Butterfly House.
- Follows and adheres to established policies and procedures, including but not limited to Employee Handbook, Butterfly House Safety Guidelines and Department Policies.
- Performs other duties as assigned.

The role responsibilities listed are representative and not exhaustive of the knowledge, skill, and/or abilities required.

## ABOUT YOU:

- Currently pursuing a major in communications, journalism, or marketing
- Excellent verbal and written communication skills
- Prior experience in social media management (on Facebook and Instagram especially) or digital marketing is a plus
- Proficiency creating and editing video for social media
- Photography and video skills preferred but not required
- Ability to work independently and as part of a team
- Strong attention to detail
- Willingness to learn and adapt to new technologies
- Lives in the Greater St. Louis, MO area

This role may require availability on weekends, holidays or evenings to support the Butterfly House's communication needs.



**OUR BENEFITS:**

- Unpaid internship; candidates have the capability of earning course credit
- Part-time role of appx. 15-20 hours per week
- Flexible workplace environment (candidate can work remotely or at our Chesterfield, MO location)
- Complimentary admission into the Sophia M. Sachs Butterfly House, Missouri Botanical Garden, and Shaw Nature Reserve (with valid Intern ID)
- Discounts in gift shops and the Garden's Sassafras Cafe

**ABOUT US:**

The Sophia M. Sachs Butterfly House is a division of the Missouri Botanical Garden located in Chesterfield, Missouri. The Butterfly House supports the Garden's overall mission to discover and share knowledge about plants and their environment by fostering a greater understanding of plant and animal relationships to promote the conservation and restoration of natural habitats.

The Sophia M. Sachs Butterfly House is home to over 60 tropical butterfly species and over 150 tropical plants, in our enclosed 8,000 square foot Tropical Conservatory. This breath-taking garden habitat, combined with the beauty of the butterflies, is the heart of the Butterfly House. The entire facility, which also includes an insect zoo, classrooms, theater space, and a seasonal Native Butterfly Garden, is open year-round.

