



**ILLINOIS  
JOINING  
FORCES**

## **Social Media Marketing Specialist**

### **About Illinois Joining Forces:**

Illinois Joining Forces (IJF) is a statewide, public-private network of veteran and military serving organizations. We collaborate in person and online to help service members, veterans, and their families identify and marshal resources and services available to them throughout the state.

Collaboration among our member organizations is critical to successful execution of the IJF mission. However, if we are to truly provide value and impact to Illinois Veteran and Military families we must excel in areas where there are gaps today. In particular, IJF focuses on identifying the specific needs of our constituents (service members, veterans, and families; SMVF) through and online and personal communications process. This is critical in truly understanding the FULL need which sometimes is much more than initially thought. IJF also serves as a clearinghouse for the data collected so that multiple forms and intakes from our member organizations can be managed in one single place. Most important, we provide referral follow-up and feedback to both the veteran service organization and the veteran so that we can be confident that we fulfilled the stated and agreed upon need and also collect feedback on our performance so that we are continuously improving our services.

### **Project Scope:**

Illinois Joining Forces utilizes social media to promote and highlight issues and events important to the SMVF Community, and to highlight veteran serving organizations. Regular content is essential to grow IJF's social media following and to demonstrate the value add to our social media presence. will research, write, and post content on your social media platforms.

### **Responsibilities:**

The Summer Fellow will be working closely with our Director of Operations. S/he will will research, write, and post content on your social media platforms. In posting events and news, intern must ensure that the post does not promote any commercial entities.

Interns can research items for posting, or items can be forwarded to them by IJF staff.

Whenever possible, all posts will include:

- A related photo or logo
- Tags to other organizations
- Related hash tags

Task 1 (50%): At a minimum, fellows will schedule one (1) social media post on both Facebook and Twitter daily, Monday through Friday. These posts can include any of the following:

- IJF assistance request line info (mandatory once/week)
- IJF blog posts
- Veteran Events
- News affecting veterans and/or their families

Task 2 (30%): At a minimum, fellows will research and write one (1) blog post weekly highlighting veteran serving organizations in Illinois. Interns can work with the IJF staff to determine which organization(s) to select as blog subjects. Blog posts will then be posted to the IJF webpage, and promoted via social media.

Task 3 (20%): Fellows will compile data on social media impact and prepare a report for the Director of Operation at the end of each month.

**Qualifications:**

- Strong writing and editing skills
- Social media savvy
- Willingness to work with other team members to ensure we are maintaining a consistent message
- Ability to present ideas to Director-level employees
- Willingness to work in a fast-paced environment while multi-tasking
- Strong work ethic and affinity for teamwork

\*\*Preference for students or recent graduates in communications, marketing, english, or other related fields.