

Marketing and Social Media Intern (Liberty Counsel and Liberty Counsel Action)

TITLE: Marketing and Social Media Intern

DEPARTMENT: Marketing

LOCATION: Maitland, FL; Washington, DC; Lynchburg, VA

SCHEDULE: Monday-Friday, 8:30 AM to 5:00 PM

REPORTS TO: Director of Marketing

SUPERVISES: N/A

COORDINATES WITH: Marketing and Social Media Team

POSITION SUMMARY:

Supports our social media and marketing team for a constitutional legal organization and its conservative policy organization (Liberty Counsel and Liberty Counsel Action). Assists with marketing projects as well as social media content creation across all major social media platforms through research, graphic design, writing, editing, and formatting video for reels. Help draft analytics reports and develop social media strategy based on trends and audience engagement. Communicates constitutional cases and conservative values in an understandable way. Promotes the mission and values of Liberty Counsel ministries through positive interaction with coworkers, vendors, writers, supporters and donors, as an example of a living faith in Jesus.

KEY JOB FUNCTIONS:

- Assist in creating content across social media platforms (e.g., Instagram, X, Facebook, LinkedIn, Truth)
- Draft captions, posts, and graphics aligned with brand voice and messaging
- Clip and edit video content to create videos and reels for social media
- Monitor social media channels for comments, messages, and engagement opportunities
- Track performance metrics (likes, shares, reach, engagement) and help compile analytics reports
- Research trends, hashtags, and competitor activity to inform strategy
- Collaborate with team members on campaigns, promotions, and content calendars
- Assist with special projects and in creating marketing materials

EDUCATION AND KNOWLEDGE:

- High school diploma and some college completed
- Current student in Marketing, Communications, Public Relations, Journalism, Digital Media, or a related field
- Strong writing and communication skills
- Familiarity with major social media platforms and trends
- Basic knowledge of Canva
- Creative mindset with a willingness to learn
- A self-starter who is organized, detail-oriented, and able to meet deadlines
- An understanding of and passion for conservative values
- Alignment with and promotion of the Christian values and mission of this ministry

Preferred Skills (Not Required)

- Experience managing organizational social media accounts

PHYSICAL REQUIREMENTS:

- Ability to sit for 2-3 hours at a time and stand and walk around 1 to 2 hours at a time
- Reading and viewing content on electronic devices many hours per day
- Ability to give and receive communications on the telephone and in person