



Part-Time Social Media Analytics Assistant Paid Internship

Overview:

The United Irish Cultural Center (UICC) is seeking a Part-Time Social Media Analytics Assistant. This role involves analyzing social media and email marketing data to enhance our cultural programming. This is a remote position, with occasional onsite event support, reporting to the Director of Cultural Programming.

The United Irish Cultural Center:

Located in the San Francisco Bay Area, UICC promotes Irish culture through various activities and programs, fostering cultural bonds on the west coast of the United States.

Responsibilities:

- Analyze social media metrics (Facebook, Instagram, Twitter).
- Generate regular performance reports.
- Provide data-driven content recommendations.
- Assist in managing social media ad campaigns.
- Conduct competitor analysis.
- Collaborate with web and marketing teams.
- Export and analyze email marketing reports from Mailchimp and Constant Contact.
 - Monthly summaries (2-4 hours/month).
 - Metrics for Tuesday's Connect, Friday's Flash, and the Monthly President's Letter (4-6 hours/month).
 - Detailed email performance metrics (4 hours/month).
- Identify top-performing emails weekly.
- Assist in Constant Contact transition and training.

Qualifications:

- Current student or recent graduate in Marketing, Data Analytics, Communications, or related field.
- Strong analytical skills and experience with social media analytics tools.
- Familiarity with Mailchimp and Constant Contact is a plus.
- Passion for Irish culture.
- Excellent communication and teamwork skills.
- Ability to work independently.

The United Irish Cultural Center
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