



JOB DESCRIPTION: Marketing/Social Media Intern- Personnel and Training Division

Department: Sheriff's Office

FLSA Status: Internship

Grade/Level:

Job Type: Internship

Location: Alamance County Sheriff's Office, Graham,
NC

Job Status: Part-time

Reports To: Lieutenant (Personnel & Training)

Amount of Travel Required: <20%

Direct Reports: No

JOB PURPOSE: The Alamance County Sheriff's Office is currently seeking a creative and highly motivated Marketing/Social Media Intern to join our team. This role offers the opportunity to gain hands-on experience by supporting our Personnel & Training Division in developing and executing social media and content strategies, which mainly focus on recruitment, employee recognition, and community events. The ideal candidate has a strong understanding of major social media platforms, excellent communication skills, and a passion for building agency awareness. The intern will also work closely with the Public Information Officer and conduct any tasks as directed by the Sheriff or his designee.

MAJOR ACCOUNTABILITIES/ESSENTIAL DUTIES

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

RESPONSIBILITIES:

Responsibilities may include, but are not limited to the following:

- Assist with creating engaging media content, including graphics, videos, and captions for various social media platforms (e.g. Instagram, TikTok, LinkedIn, Facebook, and Twitter).
- Assist in monitoring social media trends and engagement.
- Reports to duty on time and has regular attendance.
- Exercises rational judgement.
- Interact with the online community by responding to comments and messages in a professional manner.
- Maintaining the ethics and integrity of the Alamance County Sheriff's Office.
- Track and analyze social media metrics and prepare reports on social media performance to inform future strategy.
- Maintains the confidence and trust of peers, superiors, and the public.
- Excellent communication skills and possess the ability to work well with others.
- Assist with updating broader marketing initiatives.
- Possess the ability to adjust to a fast-paced environment.
- Create digital content, including videos and graphics, that highlights the benefits of a law enforcement career. This could include highlighting benefits, training opportunities, and the positive impact on the community.
- Assist with creating content for the intranet or newsletters, which may include safety information or employee achievements.
- Develop content that showcases new and graduating recruits/law enforcement officers.
- Possess exceptional attention to detail and display professionalism in online interactions.
- Work closely with the PIO and Personnel Captain/Lieutenant through daily or weekly check-ins to review progress, receive feedback, and plan upcoming tasks.
- Ensure that all social media activities adhere to the Sheriff's Office social media policies.

QUALIFICATIONS:

COMPETENCY STATEMENTS:

- Accountability - Ability to accept responsibility and account for his/her actions.
- Accuracy - Ability to perform work accurately and thoroughly.
- Autonomy – Ability to work independently with minimal supervision.
- Communication, Oral - Ability to communicate effectively with others and respond to a diverse community.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Ethical - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- Honesty / Integrity - Ability to be truthful, maintain a high level of confidentiality and be seen as credible in the workplace.
- Judgment – Ability to use good judgment and discretion as it relates to interpreting policies and procedures. Use initiative and proper judgement when carrying out tasks and responsibilities.
- Multitasking -Ability to multi-task in a fast-paced environment.
- Problem Solving/Decision Making - Ability to find a solution for or to deal proactively with work-related problems. Possess the ability to make decisions independently in accordance with established policies.
- Relationship Building - Ability to effectively build relationships with elected officials, co-workers and the public.
- Safety-Minded – Creating a safe work environment; managing risks; reducing exposure liabilities.
- Time Management - Ability to utilize the available time to organize and complete work within given deadlines. Must be able to work independently and organize work to meet deadlines with a high degree of accuracy.

SKILLS & ABILITIES:

Education & Experience:

Minimum Qualifications:

- Must be at least 18 years of age.
- Possess a valid North Carolina driver's license.
- Possess a strong understanding of confidentiality.
- Must be able to successfully pass the following: Oral Interview, Drug Screening, and Background Check

Preferred Qualifications

- Major in Marketing, Graphic Design, Communications or any related field of study.
- A solid understanding of social media platforms and their unique features.
- Familiarity with design tools such as Canva, Adobe Creative Suite, OBS Studio, DaVinci Resolve, OpenShot, or any other software related to graphic/media design.

Computer Skills: Basic Knowledge in MS Office (Excel, Word, and PowerPoint)

Work Schedule: The schedule requires between 15 to 20 hours per work (Monday -Friday), with occasional weekend events.

PHYSICAL DEMANDS:

N (Not Applicable)	Activity is not applicable to this position.
O (Occasionally)	Position requires this activity up to 33% of the time (0 - 2.5+ hrs./day)
F (Frequently)	Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs./day)
C (Constantly)	Position requires this activity more than 66% of the time (5.5+ hrs./day)

Physical Demands

Stand	F
Walk	F
Sit	F
Manually Manipulate	O
Reach Outward	O
Reach Above Shoulder	O

Climb	N
Crawl	N
Squat or Kneel	O
Bend	O
Talk	C
See	C
Hear	C

Other Physical Requirements

- Vision (Near, Distance, Peripheral, Color Vision, Depth Perception)

WORK ENVIRONMENT

The position will be located at the Alamance County Sheriff's Office. This internship may require attending events for live social media coverage. The position does require interaction with administration, supervisors, the public and other members of the Alamance County Sheriff's Office and the community.

Prepared By: _____ Date: _____

Approval: _____ Date: _____