

Marketing & Social Media Intern

Position Summary

Establish and maintain a professional and engaging presence on all social media sites including and not limited to: AR website, Facebook, Twitter, Yelp, Google +, Pinterest, Instagram, TikTok, etc. This opportunity is ideal for students or recent graduates in communications, film, marketing, public relations, or digital media. This internship offers a unique hands-on experience from concept to content to sales to production to fulfillment. The candidate should have a passion for creative and relevant content creation, particularly in social media marketing, copywriting, & PR. Candidates must be independent, organized, creative, detail oriented, with experience in writing for brand tone and voice.

Abilities Required

- ★ Understanding of the sales pipeline.
- ★ Basic sales skills.
- ★ Understand social media marketing techniques.
- ★ Understand PPC campaigns.
- ★ Excellent writing and communication skills.
- ★ Graphic Design & Video Editing skills

Specific Responsibilities

- ★ Maintain brand voice and look throughout all marketing campaigns.
- ★ Create lead generating content for all digital platforms.
- ★ Communicate with the sales department to ensure quality and quantity of leads generated.
- ★ Create and implement marketing campaigns to achieve departmental goals.

Key Performance Indicators

- ★ Grow brand through social media and client interaction.
- ★ Build social media following.
- ★ Utilize available software solutions to deliver small business style service.
- ★ Achieve profitable growth.
- ★ Think outside the box, be clever, be engaging, be an expert that clients seek out.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.