



SOCIAL MEDIA/MARKETING INTERN ADAM'S PLACE

Description:

A social media/marketing intern for Adam's Place works alongside our management team to increase brand awareness of our nonprofit through usage of social media platforms. The intern will be given specific tasks related to the creation of social media postings decided upon during department meetings. Additionally, social media interns give creative insights into topics to be included in a brand's editorial calendar and seek ways to spread the company's message & missions. They use the information shared by management regarding the best course of action to promote the brand and in turn create conversation-starting posts and images for social platforms.

QUALIFICATIONS:

- Must be enrolled in a 2 or 4 year college and receive school credits for the internship.
- Excellent writing skills
- 1 or 2 year of social media management experience is preferred.
- Entry level experience determining how to cater to unique marketing campaigns to a unique audience.
- Ability to work alongside a diverse group of employees and under tight deadlines.

RESPONSIBILITIES:

- Work alongside the team to create a plan for social media strategies weekly/monthly.
- Assist in the growth of the brand by raising awareness through various social media platforms.
- Monitor postings to ensure brand message is constant from the terminology used to images posted.
- Interact with followers and potential customers by communicating and answering questions through the company's social pages
- Assist in implementing plans to increase followers on popular social media websites such as Twitter, Pinterest, Facebook, YouTube and LinkedIn
- Oversee the creating and implementation of a monthly editorial which included monthly sales objectives and initiatives
- Help create content as dictated by the monthly editorial calendar to promote events and programs.

*INTERESTED APPLICANTS: Send your resume, cover letter (or better a short video essay) to Adam's Place PR/Marketing Director, Patranya Bhoolsuwan at Patranya@Patranyamedia.com