



Social Media Internship

Job Description

The social media associate will be working with Abby to create a more visually appealing social media presence. This position is virtual as well as in person and will require some weekend availability to be involved at weddings by being The Little Planner, LLC. This position will require you to be the main person to run the social media accounts as well as adding content to the website, and organizing photos and other items on the backend.

This is a part time position with a stipend or college credit.

Responsibilities

- Build and execute social media strategy for each business account
- Increase engagement on Instagram, Tiktok, Facebook and LinkedIn
- Engage in bi-weekly meetings
- Generate, edit, publish and share weekly content (including text, photos, and videos) that encourages engagement and generates leads
- Complete various marketing projects to build the brand and increase exposure
- Use brand tone of voice when writing to attract our target audience
- Manage Social Media accounts
- Content Creation
- Provide feedback to improve platform performance
- Work remote and in person
- Be present at events to capture the work of what happens behind the scenes
- Must have weekend availability based on event schedule
- Must have reliable transportation



Qualifications:

- Must be a current high school student, rising senior or a graduate of the class of 2023 or a enrolled in a Bachelor's/Associate's program at an accredited college or university
- Extremely organized with strong attention to detail
- Punctual and dependable
- Proficient in editing programs (Lightroom, Google Suite, Canva, Vimeo, Youtube)
- Ability to write engaging copy and curate creative content
- Excellent written communication and proofreading skills
- Positive attitude and detail oriented
- Passion for social media and understanding of its business impact
- Excellent oral and written communication skills
- Ability to derive actionable insights from social media metrics and marketing data

Physical Demands:

- Must be able to work in a stationary position for 5 hours a day
- Must be able to work in a standing and walking position for up to 10 hours per day.
- Must be able to reach, bend, stoop, climb, and frequently lift up to 30-60 pounds, unassisted.
- Must be able to work in all weather conditions