Marketing and Social Media Internship Job Description

Title: Marketing & Social Media Intern

Pay level: College Credits

Responsibilities: This position is responsible for increasing our brand awareness, driving internet traffic, and increasing overall attendance.

- Utilize word of mouth marketing, internet marketing and traditional grass-roots techniques to increase traffic, brand awareness and attendance for various services, events and classes.
- Leverage social networks to strengthen relationships with existing members and participants to increase the number of impressions.
- Utilize Blogging, SEO and social networking to raise our web presence and placement on web searches within the Geo-demographic area.
- Participate in building and cultivation of additional demographic targets Other Marketing activities as assigned by manager.

Reporting Relationship: This position reports directly to the Community Relations Manager.

Working Hours: 10-20 Hours Weekly

Key Performance Metrics:

- Increase the number of attendees to services, classes and events
- Optimize the Web Sites Search Position
- Increase the number of attendees joining as members
- Increase the number connections on social networks

Knowledge and Skills Required:

- Excellent written and oral communication skills
- Understanding of Social Media channels such as LinkedIn, Facebook, Twitter, YouTube, Instagram, Pinterest etc
- Fearless attitude toward technology and willingness to learn

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