

## Social Media and Marketing Intern

AIM Social Media Marketing is a digital marketing company that offers services in content creation and curation, graphic design and social media management services. We also offer services in consulting and education.

We are seeking an organized, hardworking, and creative Social Media Intern to provide support to the Owner in maintaining the Company's various social media platforms. Must be an adaptable problem-solver who can handle a multitude of tasks in a fast-paced environment. Tasks include, but are not limited to: creating posting schedules, developing proposals and reports, tracking and measuring social data, research, and more.

By joining our team, you are gaining the opportunity to be hands on with a growing business and learn a multitude of skills. This internship will lead to exciting work experiences, industry relationships, networking opportunities and potentially a paid position.

Job responsibilities include, but are not limited to:

- Generate and share content daily that builds meaningful connections with clientele and reaches target market.
- Create, curate, and manage all published content (images, video and written).
- Creative and effective hosting of online marketing campaign through social web.
- Deal with social media optimization by responding to inquiries on a timely basis.
- Measure and analyze marketing campaign results.
- Keep up with trends within our target demographic and actively seek new opportunities that can elevate our business.
- Manage social communities (Facebook, Twitter, Instagram, LinkedIn, etc.)
- Spark social conversation within the brand's community.
- Create and execute content strategies.
- Drives engagement and leads, enhancing brand image through social presence.

Must Have's:

- Interest and knowledge in the digital marketing field.
- Actively participates on multiple social media networks (Facebook, Twitter, Instagram, LinkedIn, Snapchat, Tumblr, etc.)
- Results-driven.
- Able to take initiative.
- Fast-learner, self-motivated, can work independently and in a team environment.
- Can work in a fast-paced environment.
- Ability to multi-task as you'll be assisting in the above and other duties as needed.
- Available to be in-office three days a week.
- Experience creating, planning, and post social media content beyond personal profiles.
- Able to deliver excellent quality work on quick deadlines.

- Contribute out-of-the-box ideas and concepts that are brand aligned

#### Nice to Have:

- Basic knowledge and understanding of Photoshop, InDesign and Illustrator
- Basic knowledge of Facebook Insights, Twitter Analytics
- Basic knowledge of SMM tools like Hootsuite and Constant Contact.
- Basic knowledge and experience with analytics and reporting
- Basic Knowledge of Google Analytics on websites to improve the landing page traffic.
- Flexibility in hours.

#### Working Conditions

- This position requires the ability to work a flexible schedule including evenings, nights, weekends, and holidays.
- Availability: 3 Days Per Week

Compensation: Honorarium/School Credit

Are you interested in the online marketing industry? Do you have experience in social media marketing? You might be the right candidate.

If this sounds like a great fit for you please reply to this ad with your resume, references and cover letter with the link to your LinkedIn profile.

**\*\*\*Only candidates who include a cover letter will be considered.\*\*\***

We thank all applicants for their interest; however, only those selected for an interview will be contacted. AIM Social Media Marketing is an equal opportunity employer.

Please apply by emailing [hello@aimsmmarketing.com](mailto:hello@aimsmmarketing.com) with a resume, cover letter and at least three on the job references. A portfolio is also acceptable. Those who do not submit these requirements will not be considered for the position.

