



# Young, Ambitious & Beautiful

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## Available Position: Social Media Intern

Social media interns must have a true passion for social media, technology, trends and innovation in the digital and social space and they must have remarkable writing skills. (Please include a writing sample of less than a page)

### PRIMARY RESPONSIBILITIES

- Campaign Development: Assist team with initial set-up of all social media accounts (Facebook, Twitter, Google+, ShortForm, and LinkedIn), coordinating creative executions for landing pages, default graphics, and other elements within the communities. Making sure that the brand of the organization is flourishing and expanding on each social media account by checking the numbers/following.
- Community Management: Coordinate day-to-day community management, fan engagement, page and content moderation, and general outreach.
- Content Monitoring and Seeding: Monitoring key online conversations and events to make sure brands are participating effectively and are being well-represented. Seeding approved content of influences identified with the social media accounts.
- Research: Assist with basic research as needed in order to engage the community and to investigate any trending activities within the community.

### SKILLS REQUIRED

- Talented writer with ability to write succinct, intelligent, creative and fun copy.
- Must have exceptional traditional writing and grammatical skills and a flair for communicating in all social media channels.
- Obsessive attention to detail.
- Ability to multi-task and switch gears and mind-set frequently and rapidly to capitalize on traffic opportunities.
- Working knowledge of and experience with online networks (including but not limited to Facebook, Twitter, YouTube, Google, Tumblr, MySpace etc.)
- Advanced level skills with Microsoft Excel, Word, PowerPoint and Outlook and ability to learn other computer software programs.

### QUALIFICATIONS

The successful candidate should major in advertising, communications, marketing, new media or public relations. Excellent written and verbal communication skills; excellent computer skills; ability to work independently and efficiently on concurrent projects; ability to develop and maintain strong working relationships with internal staff and outside clients, partners and vendors is required. An understanding of the social media universe including Facebook, YouTube, Twitter, Wikis, blogs, etc. is a MUST.

\*A writing sample of no more than one page is also required for this position as well as a resume and cover letter (preferred).

Email required information to [3YAB2012@gmail.com](mailto:3YAB2012@gmail.com).