



SOCIAL MEDIA CONTENT CREATOR INTERN (REMOTE)

COMPENSATION: Minimum Wage

HOURS / WEEK: 38-40; hours to be determined

START DATE: June 13, 2022

LENGTH OF INTERNSHIP: 10 Weeks

INTERNSHIP OPPORTUNITY

When you intern for ActOne through the AppleOne Intern-to-Dream program, you will join a team of forward thinkers in our 10-week innovative program that focuses on turning you into a leader in the workplace. We offer unique internal corporate & branch internships in addition to networking opportunities with our leading partners. Our internships come with hands-on projects, virtual workshops, career coaching, orientation, graduation & certification. Many of our past interns have gone on to secure positions with great companies and some have also joined the ActOne Group as internal employees. The AppleOne internship experience is second to none. When you intern with us, you become part of a family that will always be there to guide you throughout your career.

JOB DESCRIPTION

The Social Media Content Creator intern's primary role will be to post, interact and engage with all company sponsored social media platforms. Intern will also measure, analyze, report, and react to the performance of social media campaigns with all social media, browser, and mobile applications. Collaboration with Social Media team will occur regularly.

Responsibilities & Duties:

- Developing content for social media marketing campaigns
- Sharing engaging content on various social media platforms
- Assisting in managing online communities across multiple social media platforms
- Creating, posting, tracking, updating content for social media and online sites such as Instagram, Facebook, Twitter, and LinkedIn
- Engaging with followers directly through platform features
- Using social media analytics, hashtag/keyword tracking for weekly reporting
- Define patterns in target demographics, segmentation, click through behavior from data produced
- Perform client specific keyword research and competitive analysis
- Analyzing and reporting deliverability, open rates, click-through rates, and conversion rates.
- Collaborating with other team members: sales, marketing, account management, and executives

QUALIFICATIONS

- Previous social media experience
- Previous CRM/email marketing experience a plus
- Strong communication skills (verbal, written, and interpersonal)
- An understanding of digital content, communication, and marketing principles
- Ability to work within a deadline-oriented and fast paced team environment as an independent self-starter
- An enthusiasm for and experience with social media, a positive attitude and excitement to learn new skills
- Experience working with social media management tools (e.g., social trending aggregator, HootSuite, Spreadfast or Sprout Social)



KEY QUALIFICATIONS

- Aptitude for researching and presenting in front of an audience
- Effective verbal and listening communications skills
- The ability to build rapport with people from a wide range of backgrounds and cultures; a positive, friendly, and confident personality is ideal
- Detail oriented, effective organizational skills
- Computer Proficient, including the ability to operate computer database programs and the MS Office (Word, Excel)
- Ability to work independently as well as in a team environment
- Customer service experience
- Professional appearance

TO PARTICIPATE IN APPLEONE'S INTERNSHIP PROGRAM, YOU MUST MEET THE FOLLOWING CRITERIA

- Applicants must be able to complete the 10-week internship program and attend orientation on Monday, June 13, 2022, and graduation on Friday, August 19, 2022.
- Accepting Seniors and Juniors; Senior interns preferred.
- Applicants must be actively enrolled in an accredited university or college.
- Applicants must be eligible to work in the United States without sponsorship by the company.