



## **SOCIAL MEDIA INTERN**

Copeland Coaching, a career coaching firm, is seeking a Social Media Intern. The job requires 5-10 hours weekly, plus we ask that you attend a weekly update meeting.

We're looking for an intern to assist with the Copeland Coaching social media marketing efforts. You will learn the ins and outs of our business and how to make social media a productive part of our overall marketing efforts. This internship is a paid position.

The Social Media Intern is expected to have experience with social media on (at least) a personal level (with use on a business level preferred). You must be able to think strategically and see how social media fits into a business' marketing strategy, not just "selling" to our customers, but building long-lasting relationships by providing value to them. The Social Media Intern must be able to assist in formulating social media plans (once ample information is provided to you), and then carry them out (with our assistance). You must be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

### **The Social Media Intern will perform the following tasks:**

- Researching new job postings and networking events
- Adding job postings and networking events to the Copeland Coaching Blog
- Creating daily social media posts/tweets/updates/etc. and content on various sites (Facebook, Twitter, LinkedIn, YouTube, Sound Cloud, etc.)
- Uploading videos, photos, audio files, etc.
- Finding users to follow/friend/like the business
- Tracking the growth and the impact of social media on our business
- Replying to comments, messages, etc.
- Report findings
- Consistently learn, grow, and ask pertinent questions
- Ability create and upload Twitter & YouTube backgrounds, and minor photo and/or video editing skills are a plus



**Skills and attributes interns are expected to have:**

- Extremely strong organization skills
- Ability to work independently and strong time management skills
- Ability to meet deadlines
- Excellent written and verbal communication, strong editing skills
- Strong writing skills
- Be creative with an eye for design
- Knowledge of social media – Facebook, Twitter, LinkedIn, YouTube, Sound Cloud, blogs, etc.
- Willingness to write press releases, and social media posts daily
- Energy, with a desire to come up with fresh ideas on how to grow the online presence
- Ability to identify a target market and “speak” to that consumer through social media
- Experience proofreading and editing
- Ability to deal with uncertainty
- Ability to both contribute individually, and participate on a team
- Knowledge of team sports and related lingo is a plus
- Knowledge of video editing software – iMovie, Final Cut, or Windows Live Movie Maker is a plus
- Familiarity with social media platforms such as HootSuite is a plus
- Familiarity with web analytics software such as Google Analytics is a plus
- Knowledge of digital media software – Photoshop or other graphic design software, etc. is preferred

**Other**

- This is a virtual position, so no travel is required
- Please provide links to your social media

**Pay**

This internship is a paid position. Pay is between \$10 / hour and \$12 / hour, based upon experience.

**Contact**

To apply, submit your resume, cover letter, and links to your social media to [intern@CopelandCoaching.com](mailto:intern@CopelandCoaching.com).