



Social Media and Content Intern

Job Summary

Whether on social media platforms or communication through other media, content and copy are integral to developing and maintaining the personality of a brand. And with the emerging importance of digital marketing through various avenues, a focus on such strategies has become an integral function to any successful marketing team.

Under the Director of Marketing, and in collaboration with the rest of the digital team, a successful content intern will create engaging, communicative, and illustrative copy for use in a variety of ways, including both digital and print material. In addition, the intern will manage the day-to-day posts and customer interaction on all social media platforms for all brands, keeping each brand's page fresh and current.

Responsibilities

- Monitor and improve the functionality of current social media accounts for all OWE brands
- Customize and manage social media profiles for all brands, including fresh content and graphics
- Attend events and post on social media during said events
- Launching new products via online marketing campaigns

- Collaborate with the digital team to launch new products, develop brand identity and personality, and to communicate current promotions
- Create copy for use in print and digital marketing materials, including website, menus, blogs, social media posts, etc...

Skills/Qualifications

- Currently enrolled in Indiana University
- Commit 5-10 hours per week (flexible schedule)
- Pursuing an education in Media Science, Communication, Advertising, Journalism, or Marketing or other related field preferred but NOT REQUIRED
- Microsoft Office skills
- Ability to work in multi-tasking environment
- Proficiency in handling online social media sites like Facebook, SnapChat, Twitter, etc.
- Strong verbal and written communication skills
- Willingness to take initiative
- Works well both individually and in a team environment
- Availability on nights, weekends, and during IU holidays/break strongly encouraged
- Prompt and reliable
- Strong organization skills

Benefits

- Paid internship
- College credit available
- Pizza X Discount
- Discount at all other One World Enterprises establishments

Sample of Work

- Please write a 250 word maximum blog post about a favorite Pizza X memory. Email this to Sydney and Carly one hour before your interview at the latest.

How to apply:

- Email Carly Ostmeyer, at internmanager@bloomington.com with your Resume and a list of 2 professional and 1 personal references. You will be contacted shortly. There is a 2-phase interview process if accepted.
- There are requirements per each position, and will be discussed if you are asked to continue the first round interview.