BrightStar Care

Title: Social Media/Marketing Intern

Location: Westfield, NJ, NJ

Job Type: Co-op/Internship

Compensation Type: Hourly

Start Date: 9/6/2017

Job Description:

The Social Media Intern will assist with social media, managing our website, creating employee newsletters, marketing materials and organizing events alongside the Director of Operations.

The role helps to ensure a strong SEO, Social Media presence and plays a critical role in hiring the best possible talent. This is a great entry-level role for a recent college graduate or Junior/Senior in college looking for a part-time role to build their resume. Requires great customer service skills, excellent written and verbal communication, willingness to learn and high energy.

Primary Responsibilities:

- Create and maintain event calendar i.e.: Employee of the Month, caregiver breakfasts, orientations, and trainings.
- Increase field staff employees’ social media involvement.
- Email marketing for events, news, birthdays, anniversaries, etc.
- Send email blasts for new shifts to caregivers
- Create newsletters for staffing, employees, and clients.
- Update website content (office staff photos and biographies).
- Create social media labels to promote Facebook and Twitter pages.
- Research and analyze competitors’ social media strategies.

Qualifications:

- Recent graduate with Bachelor’s degree in Marketing or current student pursuing a degree in Business Marketing.
- Excellent written and verbal communication skills.
- Skills and experience with social media and marketing.
- Proficient in MS Office (Outlook, Word, Excel and PowerPoint).
- Excellent organization skills.
- Customer service skills required.
Application Instructions:
Apply on: https://careers.hireology.com/brightstarcare-unioncountynj/133591/description

About the Organization: Come join BrightStar Care, a team that believes in serving with a passion and doing the right thing. We are a rapidly growing private duty home care company servicing the Union County area.

We are an Equal Opportunity Employer and do not discriminate against applicants due to race, ethnicity, gender, veteran status, or on the basis of disability or any other federal, state or local protected class.