Caldwell Living Magazine

Title: Social Media Intern

Location: Caldwell, NJ

Job Type: Co-op/Internship

Compensation Type: Stipend

Start Date: May 2016 Application Deadline: 4/29/2016

Job Description:

The Social Media Intern will be responsible for assisting in designing, developing, and implementing our clients social media strategies.

The candidate will have a strong working knowledge and understanding of the digital media landscape, including all major social media platforms as well as possess critical and creative thinking skills in order to integrate into our vibrant and passionate team.

This person must be a self-starter, have a strong work ethic, and excellent multi-tasking skills, as they will handle a variety of projects at once.

Primary Responsibilities:

- Working with the social media team to develop and execute our clients campaigns
- Design and create unique content for posting
- Managing social media posting schedules and creating content for clients
- Designing visual content with Photoshop
- Developing social media campaigns and helping to maintain growth
- Staying current with best practices, strategies, and industry standards related to PR and social media
- Participating in client meetings when appropriate

Qualifications:

- Must be able to have fun while working under a high level of pressure within a fast pace environment
- Strong organization skills, attention to detail; a self-starter able to set priorities and multitask
- Proficient with Microsoft Word, Excel, and PowerPoint
- Proficiency in Adobe Creative Suite (Photoshop, InDesign, After Effects)
- Working knowledge of social media analytics, Google Analytics, and Facebook Insights
- Knowledge of Hootsuite and basic code
- Strong working knowledge of Facebook, Twitter, Instagram, Pinterest, and YouTube
- Ability to provide creative written and visual content that clearly communicates marketing messages
- Effectively manages the timely delivery of work against short deadlines
- Fearless attitude towards technology and a willingness to learn
Application Instructions:

Send CV/resume and response to the following prompt to Dani Bryan at danib.bvm@gmail.com

Sell yourself in three (3) different styles:

- a 10-word headline
- a 100-word copy
- Choose any way that showcases your creativity and social media expertise! It could be anything from a 140-character Tweet, a meme, or even a Snapchat video! Bonus points for originality.

About the Organization: Caldwell Living Magazine is a micro-targeted publication that specializes in a private, family-oriented, neighborhood-specific magazine that serves residents and local businesses.