K. Hovnanian Companies

Title: Social Media Intern

Location: Red Bank, NJ

Job Type: Co-op/Internship

Compensation Type: Hourly


Job Description:

Are you a student or recent graduate with an active interest in growing your social media and digital marketing skills in a real-world environment? Do you want something you can add to your resume that demonstrates your passion for writing and digital communication?

The Social Media Internship will provide an invaluable learning experience for a student interested in Digital Marketing and Social Media. The candidate should be organized, motivated, creative and looking to explore all aspects of Digital Marketing and Social Media, including how to work with internal and external partners. This position reports to the Corporate VP of Marketing and Sales.

The internship program will take place from May through August 2016. It is a paid internship.

Primary Responsibilities:

Work closely with Social Media Strategist on all aspects of the day to day social media needs. This includes:

- Writing and building original content to be shared across all social media channels
- Posting on all social platforms
- Monitoring platforms and posts on sites, blogs, forums and social networks
- Providing social media analysis support
- Assisting with social media contests and giveaways
- Assisting in building a social media campaign and promotion calendar
- Assisting with and managing target audiences for social campaigns
- Performing other related duties and responsibilities as required
- Gathering content from industry influencers
What You'll Receive

- The opportunity to drive expansion and assist with social media strategy in the New Home Building industry.
- A great opportunity to work with various areas of the business (e.g., marketing, architecture, and creative) to apply your classroom knowledge in the real world.
- You will play an important role in building social communities, growing your social media experience, and working alongside our exceptionally dedicated Marketing team.

Qualifications:

- Impeccable writing and verbal communication skills.
- Strong instincts for spotting top influencers and industry trends.
- The ability to multi-task and manage changing priorities.
- Strong PC, technology, and Web search experience.
- A team player mindset and willingness to share your ideas and solutions.
- Previous experience with Wordpress and writing basic code is a plus.

Application Instructions: Apply directly to lbaus@khov.com.

About the Organization:

For more than fifty years, K. Hovnanian Homes has become, and continues to be, one of the nation's most respected homebuilders. K. Hovnanian designs, constructs and markets a variety of for-sale housing in residential communities across 16 states. K. Hovnanian has a solid reputation for integrity, dependability & quality and ranks among the top ten homebuilding companies in America.