



## Social Media Manager Intern Role Description

February 20, 2023 – April 17, 2023

*\*8-week program\**

### **Intern Job Summary**

*HBCU Students*, thank you so much for landing on this page and expressing your interest in being one of the first interns for our company! We are looking for a talented Social media manager to administer our social media accounts. You will be responsible for creating original text and video content, managing posts and responding to followers. You will manage our company image in a cohesive way to achieve our marketing goals.

As a **social media manager**, we expect you to be up-to-date with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our company's views creatively. Ultimately, you should be able to handle our social media presence ensuring high levels of web traffic and customer engagement.

### **Intern Job Responsibilities**

- Perform research on current childcare industry benchmark trends and audience preferences
- Design and implement social media strategy to align with business goals
- Set specific weekly objectives and reports on insights and engagement of audience
- Generate, edit, publish and share engaging content that corresponds with the weekly content calendar (e.g. original text, photos, videos and news)
- Collaborate with other teams in our professional network, like marketing, sales and customer service to ensure brand consistency
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Oversee social media accounts' design and create original graphics consistent with the brand (e.g. Facebook timeline cover, profile pictures and blog layout)
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends on social media, design tools and applications

### **Requirements and Skills**

- Entry level work experience with social media management/content creation
- Teachable, willingness to learn, grow and great a decision making
- Ability to deliver creative content (text, image and video)
- Solid knowledge of functionality of social platforms and familiarity with web design
- Excellent communication skills
- Current HBCU Student enrolled at any university
- Commitment to attending 2- weekly Zoom meetings at *\*3 hours per week\**

### **Benefits of Internship**

This is a [unpaid internship](#) position, but *The Nesting Nannies* will provide various incentives throughout the program to add value to your experiences during this 8-week program which is listed below:

- Official Brand Ambassador of Company
- Official Swag Bag with exclusive branded merchandise
- Access to our professional network, networking events, exclusive opportunities & resources
- Credible professional development experience to add to your resume
- Growth potential to potentially become a employee with the company
- Internship hours for degree depending on your program of study
- Lunch learning labs for interns during selected meetings

**APPLY TODAY!**

*Deadline: February 13, 2023 @11:59pm*