

Blue Rents, Mobile, Ala.

Advertising/Marketing/Social Media Intern

Description/Requirements:

Interns are expected to have experience with advertising, marketing, social media on (at least) a personal level (use on a business level preferred). You must be able to think strategically and see how social media fits into a business' marketing strategy, not just "selling" to customers, but building long-lasting relationships by providing value to them. Interns must be able to assist in formulating social media plans (once ample information is provided to you), and then carry them out with assistance. You must be able to measure and document the impact of social media/marketing efforts and then suggest action steps to increase impact.

Skills and attributes interns are expected to have:

- Excellent written and verbal communication, strong editing skills
- Be creative with an eye for design
- Ability to develop a detailed and professional marketing plan
- Knowledge of digital media software – InDesign or other graphic design software, etc. is preferred
- Knowledge of social media – Facebook, Twitter, LinkedIn, YouTube, blogs, etc.
- Willingness to create blogs, write press releases, and Facebook posts daily
- Energy, with a desire to come up with fresh ideas on how to grow our online presence
- Ability to identify a target market and "speak" to that consumer through social media
- Experience proofreading and editing
- Ability to deal with uncertainty
- Ability to contribute individually, and participate in cross-functional teams

Responsibilities:

- Updating current profiles and pages (Facebook, Blog, Twitter, Pinterest, Instagram, etc.)
- Uploading articles, photo albums, etc.
- Finding users to follow/friend/like business
- Writing and posting blog posts/tweets/updates, etc.
- Tracking the growth and the impact of social media on business
- Replying to comments, messages, etc.
- Report findings to the team
- Consistently learn and grow, ask pertinent questions
- Ability to create and upload Twitter & YouTube backgrounds, and minor video editing skills are a plus
- Help to create and maintain print/radio advertisement