

## **DIGITAL CONTENT + MARKETING INTERN**

**Position Title:** Digital Content + Marketing Intern

**Position Level:** Internship

**Salary or Range:** Unpaid, for college credit

### **Job Summary**

The Digital Content + Marketing Intern is responsible for assisting efforts to increase visibility, engagement and brand awareness across the digital landscape.

### **Accountability**

The Digital Content + Marketing Intern will report to the Digital Content Creator.

### **Responsibilities**

- Conceptualize and design creative/engaging Instagram stories and reels
- Conceptualize, shoot and edit TikTok videos
- Assist with camera, gear and lighting setup prior to events and interviews
- Serve as second shooter (video) during Development Events and Match Activities
- Engage daily with followers and other chapters across all social platforms
- Brainstorm ideas for TikToks, YouTube videos, Instagram reels, and general social media posts/campaigns
- Build new relationships and partnerships with local media
- Build and maintain media contact list
- Assist in preparing media packets as needed
- Set-up for press events as needed
- Write keyword optimized blog posts for website
- Assist with organizing materials and mailings for gift solicitation
- Design event flyers
- Assist with various event related materials

### **Qualifications**

- Currently pursuing a Bachelor's Degree in Communications, Media, Marketing, Business, or other closely related field
- A social media junkie! A solid understanding of all social platforms, with a strong emphasis on TikTok and Instagram
- In tune with and able to quickly hop on the latest social media trends
- Experience shooting and editing TikToks and Instagram reels
- Basic knowledge of non-linear video editing software (Premiere Pro)
- Ability to take initiative, and work independently when needed
- Energetic personality with a willingness to jump into any task and learn

### **Position Location**

Hybrid Westbury/remote work schedule

Flexibility in working out of Islandia office on occasion if events require

### **Hours**

10-15 hours/week

Availability on occasional weeknight evenings if events require