Digital and Social Media Intern – Job Description

The Digital and Social Media Intern will play an active role in maintaining Inside + Out’s digital and social media platform presence and help create and post content relevant to our customer base. He/she will be responsible for our archive of digital images, videos, and other content and will be reaching out to communities digitally to promote events, sales, and programs in-store.

RESPONSIBILITIES

- Update Facebook, Instagram and Twitter accounts daily.
- Respond to posts and comments with positive, upbeat, excite-reactive responses.
- Post updates, news, new product descriptions, and store specific announcements.
- Perform research to find articles, stories and other content relevant to our customer base.
- Grow Inside + Out’s social networks by increasing fan-base and interactions.
- Take pictures and videos to be developed into content for our social media platforms.
- Complete other digital media projects as assigned.
- Review data on the performance of social media platforms and adjust plans or strategies to optimize reach.

REQUIREMENTS

- Creative self-starter who is comfortable with taking initiative, and with collaborative projects.
- Experience with basic photo editing and video editing software and internet browsers.
- Must be familiar with mainstream social media platforms including Facebook, Instagram and Twitter.
- Availability to work 8-10 hours a week and must have reliable transportation.
- Should be flexible and willing to take on multiple tasks in a start-up environment.

APPLICATION

Interested students should email a resume and cover letter to Cricket DeVries at cricket@insideoutdoordecor.com.

ELIGIBILITY

This is a part-time, unpaid internship, and we require that you bring your own computer to complete projects and tasks. Candidates should be part of the UA School of Information, College of Social & Behavioral Sciences, Journalism, or Retail program. This opportunity is eligible for SBS 393 internship credit. After securing your internship position, apply for credit here: https://sbs.arizona.edu/sbs-393-internships.