



## Social Media Internship

### Description

We are looking for enthusiastic, self-motivated and creative social media intern to join our creative isle storytelling agency. We may not take ourselves seriously, but we take our client's seriously and their story is our priority.

As a social media intern, you will manage the community that UnoDeuce has developed, and report directly to our Creative Video Strategist. You'll collaborate with production team, and highlight the work they do internally and for client through social media, blog posts, email campaigns, and the website. Your insightful contribution will help develop, expand and maintain our marketing channels, as well as promote our client's stories. This internship will help you acquire marketing and communications skills and strategies and gain a broader experience in social media from a community focused, socially conscious small business.

Commitment of a minimum of 10-15 hours/week, for a 3-month minimum, is required. Immediate availability is preferred, however start dates are negotiable for the right candidates. Course Credit Available

### Responsibilities

- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Maintain the organizations' primary social networking sites
- Research and track target keywords and key phrases
- Create graphics and images for social media.
- Help lead amplifying and curating of content from active social media communities
- Research, plan and implement social media outreach campaigns
- Email marketing, designing and finalizing email templates, and database management
- Help ensure that content has the correct tone and language for our community
- Competitive analysis and target market research, including competitor & partner content and messaging
- Interact as necessary with staff, customers, and community partners to identify and tell the UnoDeuce story
- Participating in brainstorming sessions
- Support the production team in daily administrative tasks, and other efforts as needed

15851 South US-27 Highway  
Building 20, Suite 22  
Lansing, MI. 48906  
T (517) 292-0095  
pauls@unodeuce.com  
www.unodeuce.com

## Requirements

- Candidates must be pursuing a BS or BA degree in marketing, advertising, communications/public relations, journalism or other related field of study
- You must be able to commit to a minimum of 10-15 hours per week
- Passion for social media marketing, its best practices, and a solid understanding of different marketing techniques
- Strong desire to learn along with professional drive, time management & planning skills
- Excellent verbal and written communication skills, including grammar and editing, and ability to communicate effectively through writing and visual design
- Knowledge of WordPress and SEO tactics a plus
- Mid to high level computer skills and aptitude to learning new skills
- Strong familiarity and experience with social media channels and applications (Facebook, Twitter, Instagram, LinkedIn, Tweetdeck, Buffer, YouTube)
- Demonstrated experience leveraging social channels in support of public relations or audience engagement goals, and writing experience for blogs and websites a plus

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## About UnoDeuce Multimedia

UnoDeuce is a storytelling agency that uses video to document why organizations do what they do and how they make a positive impact on their community.

Our vision is to creatively and accurately to tell the story of each organization we work with, to play an integral role in the non-profit community in which we live and help cultivate the entrepreneurial spirit in the Greater Lansing area.