

**Social Media & Content Writing**

**Intern – Begins October 2021**

Adelante Abroad is looking for an organized, creative, social media & digital marketing intern who is willing to gain experience in all social media platforms and learn about SEO/digital marketing strategy. The intern in this position will report and work closely on marketing strategy and with the Digital Marketing Specialist and General Manager of Adelante Abroad. In addition, this intern may also work closely with the Programs Coordinator on various marketing needs. Intern will have the opportunity to create, write, and design social media posts and lead social media strategy.

Solid writing skills are required for this position (for social media content, blogs, updating website content/copy, online listings, etc.). Familiarity and knowledge of social media such as Facebook, Instagram, Twitter, LinkedIn and YouTube is required. Knowledge of social media management platforms such as Hootsuite is a plus. Creativity and the ability to perform internet research is necessary to produce and curate relevant social content.

The marketing intern will gain an introduction into the field of digital marketing, digital strategy, and the role social media plays in crucial SEO while executing key marketing and social media tasks.

Must be able to provide graphic design and writing samples. “Homework” for all applicants: Learn basics of study abroad/internships abroad programs and study abroad market to prepare relevant and appropriate Social Media posts.

**Approximately 8-10 hours per week (days flexible), 6 month minimum**

**POSITION DUTIES**

**1. SOCIAL MEDIA** Promote programs, create, and schedule posts on Facebook,Twitter, Instagram, and LinkedIn. Regularly check posts to ensure continuity

and answer comments. Take ownership of social media strategy,

work with Digital Marketing Specialist in planning, creating content

and monitoring progress of contests and/or specials using social

media to promote.

**2. KEYWORD RESEARCH** Research keyword opportunities relevant to our industry that Adelante Abroad can take advantage of for social media content and

website SEO purposes.

**3. BLOGGING** Invite students to and maintain Facebook groups and Adelante Online community blogs. Contribute fresh content on the Adelante

Abroad website by producing engaging blog articles that can

contribute to SEO and generate traffic to the website.

**4. AD HOC PROJECTS** Based on the performance and qualification of the candidate, there may be bigger projects the candidate may be involved with.

**To apply, please send your Cover Letter and Resume to Shad@adelanteabroad.com**