

Social Media Marketing & Copywriting

Internship (1 Year)

Job Description

Company Location:

- Long Beach, CA (Internship is a mixture of virtual/online & at offices)

Position:

- Part-Time – 1 Year Internship - (December 2021 – December 2022)

Compensation:

- Mainly Unpaid W/ Paid Ad-Hoc Projects

Details:

Do you have dreams about being at the forefront of a new start-up social media agency? Keen Social is a 5-year old company, seeking a creative, passionate, innovative, and organized copywriting intern who will be responsible for helping assist in content strategy, execution and designing content in the form of social and digital assets. The ideal candidate will currently be enrolled in college and working toward a degree in public relations or writing.

The internship is 20 hours per week for 34 weeks. Imagine building upon the skills you've learned in the classroom through real-world hands-on work experience and helping shape the culture for a new and exciting start-up social media agency.

This is both an unpaid and paid internship, and Keen will work with your school for to make sure you receive credit. Upon successful completion of your internship, we are happy to provide letters of reference and recommendation, and/or complete any paperwork that your professors or school require.

- The approximate dates of this internship are December 2021 – December 2022, or longer if both the Intern and Keen agree to this after December.
- At least 2 full days of availability preferred
- Able to provide your own transportation to Long Beach area
- Must possess unrestricted work authorization
- Must be at least 18 years of age

Required Materials

- Examples of social media sites you have managed in the past
- Copywriting, Marketing or Writing Portfolio
- Your own laptop computer

About Keen Social

Keen Social is a data-driven, social media marketing agency located in the beautiful city of Long Beach, California. We work with brands, ad agencies, organizations, or small-medium businesses. We provide our clients with solid business results. Through our holistic understanding of social media and keen use of data, we build intelligent and creative social media marketing solutions. We believe that data and reporting should be at the forefront of any campaign, helping guide creative solutions to produce winning results.

Our Services:

- Website Development & SEO
- Social Listening & Monitoring
- Social Content & Creative
- Social Advertising
- Social Analytics Reporting
- Social Community Management

Responsibilities

Keen Social's copywriter and social media marketing intern will be responsible for creating weekly content for our social media platforms (Facebook, Instagram, Snapchat, Twitter, & LinkedIn). This position will work both the Marketing Coordinator and the directly with the CEO for curation and creation for Keen's clients. You will play a lead role in developing increased customer engagement focused on growing revenue and awareness specific to Social Media.

Candidates must thrive in a fast-paced environment and be comfortable designing for a variety of platforms to meet the goals and objectives set forth by the leadership.

Other Duties

- Develop original content for client's and Keen's social media platforms
- Planning and execution of photo/video shoots and management of production timelines
- Assist in brainstorming marketing initiatives
- Create engaging social content & animated GIFs

- Identify social media influencers
- Coordinate with other interns as necessary to complete tasks

Basic Qualifications

- Excellent written and verbal communication skills (English)
- Amazing project management skills (previously managed college/club social media sites)
- Proficient in both PC and Mac environments
- Advanced skills in visual design, Web Design, print standards, color theory, and typography
- Out-of-the-box thinker with a knack for creative marketing ideas and concepts
- Excellent organizational and communication (written, oral, interpersonal) skills
- Ability to work on multiple projects in an efficient manner to meet all deadlines
- Quick-learner with the ability to take direction, work under pressure, and operate as part of a team
- Confident public speaker who can pitch concepts and articulate design choices
- A keen eye for detail
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Preferred Qualifications

- 3.0 or Higher GPA
- Bilingual - Excellent written and verbal communications skills (Spanish)
- Intermediate to expert experience using the following video software:
 - Final Cut Pro
 - Apple iMovie
 - Adobe Premiere
 - Motion
 - After Effects * Experienced in Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
- Proven knowledge of Word Press, HTML, JavaScript, or CSS
- Experience in the creation of motion graphics and animated gifs
- Photography skills
- Strong knowledge of video and audio editing software and systems
- Experience using Hootsuite (or similar social media management software)
- Leader in college activities and societies (President, Vice President, Treasurer, etc.)

Required Education

- Currently enrolled in an accredited college or university and taking at least one class, or be a recent graduate of an accredited college or university within the last six (6) months at time of application.
- Currently, a Junior, Senior, or recent graduate pursuing a degree in graphic design, communications, marketing, or a closely related field

Applicants can send resumes to: esteven@keensocial.com