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## **Social Media & Content Writing Intern – Begins August, 2023**

Adelante Abroad is looking for a part-time, organized and creative social media & digital marketing Intern. Best candidate will be someone can work with little supervision and wants to gain experience across all social media platforms and learn about SEO/digital marketing strategy. The intern will report, and work closely on marketing strategy, with the Digital Marketing Manager and General Manager of Adelante Abroad. In addition, this intern may also work closely with the Programs Coordinator on various marketing needs.

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 TikTok, Instagram, Twitter, LinkedIn, Facebook 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.

This marketing intern position 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 and create content and video posts on Instagram, TikTok, Twitter and LinkedIn. Regularly check posts to ensure continuity and answer comments. 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** Write and curate online community blogs. Contribute fresh content on the Adelante Abroad website by producing engaging blog articles which will 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](mailto:Shad@adelanteabroad.com)**