



Social Media Coordinator Internship Description

Internship Summary:

Our digital media start-up is looking for a Social Media Coordinator to join our growing team. We are a forward-thinking, fast-paced company currently expanding our social media presence. We are looking to hire an intern with strong knowledge and understanding of the digital media landscape, including various social media sites. The successful candidate will be responsible for monitoring and posting on blogs and social networks, engaging in online forums, participating in online outreach and promotion, optimizing our website, and conducting keyword analysis. We are seeking a motivated, responsible individual to join our fun team. Those looking to gain valuable online media experience with a start-up organization are encouraged to apply.

Responsibilities:

- Social Media Coordinator is responsible for planning, implementing and monitoring Holiday Channel's social media strategy in order to increase brand awareness, improve marketing efforts and increase sales.
- Execute a results-driven social media strategy.
- Work with social media team lead(s), digital marketing team and management team to create and implement consistent campaigns and content across multiple social media platforms.
- Maintain a unified brand voice across different social channels.
- Grow online social networks by increasing follower/fan-base and user engagement.
- Interact with users and respond to social media messages, inquiries, and comments.
- Develop monthly content calendars and curate engaging content for social media platforms.
- Assist in the creation and editing of written, video, gifs, animated stickers and photo content and post on blogs, forums, and social networks.
- Conduct research to find articles, stories, resources, or other material that are relevant including photos, video, gifs or other content.
- Provide social support to our team at live and online events, plus produce live social media content.
- Monitor social media channels for industry trends and key social media influencers.
- Review and monitor analytics and insights of various social platforms, as well as create reports on key metrics across multiple platforms.

Skills:

- Creative self-starter who is comfortable with both taking initiative and working in collaboration
- Openness to learning, strong communication/writing skills, and out of the box thinking to promote a product in a unique and creative way

- Experience with basic photo editing and video editing is a plus, but not necessary (i.e., Canva & Adobe Premiere Pro)
- Experience with social media marketing and management tools (i.e., dashboard like Hootsuite & Later, and hashtag generator like Hashtags For Likes & Ingramer) is a plus, but not necessary
- Working knowledge of mainstream social media platforms, including but not limited to Facebook, Twitter, Instagram, Pinterest, LinkedIn, TikTok and YouTube
- Working knowledge of social media analytics (i.e., Google Analytics, Facebook and Instagram Insights)

Stretch Skills:

- Experience creating responsive/AI/chatbots with Python (or) Bottr, Botsify, or WotNot
- Training-and-implementing machine/deep learning for internal data sets
- Knowledge of AdTech (CPC, CPA, CPM, and PPC)

Location & Reporting:

A Chapman Launch Lab company in Orange, CA. Work remotely.

Social Media Coordinator reports to the Social Media Manager/Director and is part of the corporate Digital Marketing Team.

Direct report: Kripa Koshy – Content Director & Acting Social Media Director

Please send resumes to: kripa@holidaychannel.net