



Social Media & Marketing Intern Job Description (Non-Compensated)**

The Social Media & Marketing Intern (SMM Intern) will administer the organization's social media marketing and advertising. Administration includes but is not limited to:

- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales
- Community Leadership

The SMM Intern is a highly motivated, creative individual with experience and a passion for connecting with current and future members. That passion comes through as he/she engages with members on a daily basis, with the ultimate goal of turning fans into members.

Content management duties include:

- Administrate the creation and publishing of relevant, original, high-quality content.
- Identify and improve organizational development aspects that would improve content (i.e.: employee training, recognition and rewards for participation in the company's marketing and online review building).
- Create a regular publishing schedule.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising.

Responsibilities of the SMM Intern:

The first responsibility of the SMM Intern is to develop and implement a **social media marketing plan** to include the following components and should be reviewed no less than every 90 days.

- 1. Brand Development**
- 2. Identify Target Customers**
- 3. Set Clear Objectives**
- 4. Visual Design and Web Development Strategy**
- 5. Solid Content Strategy**
- 6. Promotion Strategy**
- 7. Engagement Strategy**
- 8. Conversion Strategy**
- 9. Measure & Analyze to Establish ROI**

115 S. GOLDEN STATE BLVD., TURLOCK, CA. 95380 (209) 632-2221 FAX (209) 632-5289

EMAIL: INFO@TURLOCKCHAMBER.COM

WWW.TURLOCKCHAMBER.COM



Essential Duties of the SMM Intern:

- Manage social media marketing campaigns and day-to-day activities including:
 - Develop relevant content topics to reach the company's target customers.
 - Create, curate, and manage all published content (images, video and written).
 - Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
 - Conduct online advocacy and open a stream for cross-promotions.
 - Develop and expand community and/or influencer outreach efforts.
 - Oversee design (i.e.: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
 - Design, create and manage promotions and Social ad campaigns.
 - Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
 - Analyze key metrics and tweak strategy as needed.
 - Compile reports for management showing results (ROI).
- Become an advocate for the organization in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

Qualifications and Experience:

- Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
- Demonstrates creativity and documented immersion in social media. (Give links to profiles as examples).
- Proficient in content marketing theory and application.
- Experience sourcing and managing content development and publishing.

115 S. GOLDEN STATE BLVD., TURLOCK, CA. 95380 (209) 632-2221 FAX (209) 632-5289

EMAIL: INFO@TURLOCKCHAMBER.COM

WWW.TURLOCKCHAMBER.COM



- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
- Maintains excellent writing and language skills.
- Enjoys a working knowledge of the blogging ecosystem relevant to the company's field.
- Displays ability to effectively communicate information and ideas in written and video format.
- Exceeds at building and maintaining sales relationships, online and off.
- Practices superior time management.
- Is a team player with the confidence to take the lead and guide other employees when necessary. (i.e.: content development, creation and editing of content, and online reputation management).
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of "Search and Social."
- Possesses functional knowledge and/or personal experience with WordPress.
- Demonstrates winning Social Customer Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.

To apply for this opportunity please forward your resume to the Turlock Chamber of Commerce at info@turlockchamber.com.

****Disclosure:** *This position is currently a non-compensated and/or on a volunteer basis, future employment is not guaranteed but a possible outcome.*

115 S. GOLDEN STATE BLVD., TURLOCK, CA. 95380 (209) 632-2221 FAX (209) 632-5289

EMAIL: INFO@TURLOCKCHAMBER.COM

WWW.TURLOCKCHAMBER.COM