

## **Job Title: Social Media/Influencer Marketing Intern**

Location: Seattle, WA (Hybrid)

Duration: ASAP

Compensation: College Credit

We are looking for an enthusiastic and creative Social Media/Influencer Marketing Intern to join our team. This is an excellent opportunity to gain hands-on experience in social media marketing and influencer collaboration in a festive and community-oriented environment.

### **Job Description:**

As a Social Media/Influencer Marketing Intern, you will play a pivotal role in amplifying our event's presence online and engaging the community through strategic social media campaigns and influencer partnerships. Your contributions will directly shape how the event is perceived and enjoyed by thousands.

### **Responsibilities:**

- **Email Outreach:** Craft and send personalized outreach emails to potential influencers and partners, inviting them to participate in and promote our event.
- **Curating PR Gifts:** Assist in designing and assembling social-worthy PR packages for influencers, sponsors, and partners to enhance event awareness and foster positive relationships.
- **Coordinating Social Media Campaigns:**
  - **Giveaways:** Assist in managing social media giveaways to increase event visibility and audience engagement.
  - **Takeovers:** Assist in coordinating Instagram Story takeovers with influencers and artists allowing them to engage directly with our audience for increased interaction and excitement around the event.
- **Content Creation:** Assist in creating compelling content for various social media platforms, including TikTok and Instagram, ensuring it resonates with current trends and our target demographic.
- **Monitoring Trends:** Stay up-to-date with the latest social media trends and suggest innovative ideas to keep our campaigns fresh and impactful.

- Analytics: Help measure the success of social media efforts and influencer collaborations by tracking engagement metrics and campaign performance.

## **Requirements:**

- Must be currently enrolled in a college or university program related to marketing, communications, or a related field.
- A strong passion for social media and active on platforms, especially TikTok and Instagram. Are you chronically online? Join the club!
- Creative thinker who has a knack for storytelling and community building.
- Excellent communication skills, both written and verbal.
- Ability to work independently and as part of a team in a fast-paced environment.
- Previous experience in social media management or marketing is a plus, but not required! We will train you!