



Marketing Internship: Social Media + Digital

Merlot Marketing is a growing and dynamic agency offering opportunities to work on local *and* national client campaigns. As an award-winning, full-service agency, we specialize in brand strategy, advertising, public relations, social media, media planning and buying, and events and promotions.

Merlot Marketing is currently seeking a talented and driven individual with **a passion for social media** for a part-time internship. This internship offers a chance to work side by side with experienced marketing professionals in a creative setting and with clients nationwide, enabling the candidate to gain valuable experience.

Applicant must be a self-starter with the ability to learn quickly. Candidates must have excellent communication skills; both written and verbal. Our ideal candidate will be resourceful and detail-oriented and must be computer literate with knowledge of MS Word, Excel, PowerPoint, Outlook and key Social Media platforms.

Social Media Internship Scope. You will learn to:

- Locate and catalog online content for client social media accounts
- Draft recommended copy for social media posts
- Maintain a content calendar
- Monitor social media accounts
- Monitor and file editorial coverage
- Prepare reports
- Research opportunities for industry contests and award submissions
- Develop creative ideas and build upon and support strategies
- Copywriting proofing
- Monitor and reporting of social media programs
- Facilitation of day-to-day marketing activities
- Scanning, filing, organizing, etc.
- Database input and development
- Participate in weekly Tweekchats
- Share in facilitating a fun and collaborative atmosphere
- Represent Merlot Marketing and clients in a professional manner at all times
- Support executive and staff, and much more...



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Qualifications

- Candidate must be taking courses toward a degree (BA/BS) in marketing or communication studies or a related field.
- Proficient in, and a user of, social media
- Must have excellent communication skills; both written and verbal
- Proven ability to accept responsibility and follow through on all assignments
- Proficient with computer programs needed to execute job functions effectively

This is a PART TIME, non-paid internship with the opportunity to learn and enhance your professional growth. This internship must be part of an academic program for college credits. Qualified candidates please email a cover letter and resume to Ms. Brenda Forman at brenda@merlotmarketing.com