



avenue PR

Communicators | Creatives | Storytellers

Social Media Intern Job Description

Job Type: Part-time

Job Length: 22 weeks

Location: Tulsa, OK | Remote

Experience: College Junior or Senior

Academic Credit: Upon Request

Compensation: No

About Avenu

Avenu PR is a boutique public relations and brand development agency that works with clients to deploy innovative perspectives with strategic communications to protect brand reputation and enhance brand awareness.

About the Candidate

Avenu PR is seeking a motivated, highly organized, and hard-working individual to join our team as a part-time social media intern. Intern must be a college junior or senior and have excellent communication skills and a strong interest in public relations, social media and technology are essential to succeed in this position.

About the Position

Avenu PR interns support the CEO with day-to-day responsibilities for social media. The goal is to attract and interact with targeted virtual communities and networks users. Intern responsibilities include, but are not limited to:

Social Media

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Collaborate with client to manage reputation, identify key players and coordinate actions
- Work closely with the marketing team to develop social media campaigns that help to achieve corporate marketing goals
- Develop monthly reports on emerging social media trends that will be submitted to the management and executive teams
- Monitor the company's social media accounts and offer constructive interaction with users
- Create methods for finding and saving online customer reviews
- Analyze the long-term needs of the company's social media strategy and offer quarterly reports to the management and executive teams that outline any necessary changes to the digital marketing plan

Creative/Branding

- Generate, edit, publish and share daily content (original text, images, video or HTML)
- Create editorial calendars and syndication schedules

Additional

- Attending meetings and taking notes
- Answering incoming calls
- Run errands as needed
- Additional tasks as needed

Required Skills

- Knowledgeable on how to use social media
- Extremely organized
- Must have a professional demeanor
- Must be willing to learn
- Needs to be resourceful
- Must have a keen attention to detail
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of graphic design
- Knowledge of online marketing and good understanding of major marketing channels

How to Apply

To apply, send a copy of your cover letter, resume, and 2 professor references to info@avenupr.com. Please put "Social Media Intern Position" in the subject line.