**Digital Marketing and Social Media Management Intern**

**Location:** Fully Remote

**Start Date:** ASAP

**Duration:** 10 hours a week for 15 weeks.

**Compensation:** This position is unpaid and offers college course credit.

**About Us**

Sharmeen Jariullah and Rikki Willingham are co-founders and co-hosts of [Gray Matters the Blog](https://graymatterstheblog.org/). They met through the Texas Woman’s University Multicultural Women & Gender Studies graduate program and recognized the need for a platform that connects abstract academic theory to current sociopolitical events that impact underrepresented communities. Their academic commitments and creative projects lead to the creation of “Gray Matters the Blog, LLC'' which aims to prompt conversations and build coalitions among creatives and scholars. The company consists of a podcast, website, and Instagram and Pinterest pages, and are expanding their social media presence on additional platforms.

[Gray Matters the Blog](https://graymatterstheblog.org/) is looking to hire a digital marketing and social media management intern. The internship is remote with flexible working hours but the candidate should be available 10 hours a week, including 2-3 hours on Wednesdays and as needed on other days (will vary) for time sensitive tasks.

The candidate will be responsible for promoting the brand on all platforms and developing content engagement strategies. As a successful hire, you will be responsible for developing strategic social media plans for our Instagram, TikTok, and other platforms, in charge of developing and managing our company's social media advertising campaigns, including creating content calendars, and responsible for website update and management. Excellent writing and communication skills as well as prior experience with creating and managing social media content for brands and experience with website management (Squarespace) and graphic design software (Canva) are necessary. Prior experience in sound management and podcast or media production, as well as passion for social justice are a plus!

This position is open to all undergraduate students. This internship will provide excellent opportunities to hone your digital marketing, social media management and website development skills as well as insights into the ever-growing world of digital media and podcast production. The internship is also part of our mentorship program, and when you are hired you will receive 1:1 coaching and insights into the field.

**Social Media Intern Responsibilities**

* Assist with the design and execution of social media campaigns.
* Create weekly and monthly editorial calendars to promote company brands on various social media websites.
* Create and distribute content such as email campaigns, infographics, videos, and press releases on social media and traditional news outlets.
* Track social media engagement to identify high-performing ideas and campaigns for scalability.
* Support marketing team at online events.
* Update and manage website content (Squarespace).
* Assist with the management of podcast episodes (Anchor).

**Social Media Intern Requirements**

* Impeccable oral and written communication and time management skills.
* Excellent internet research skills.
* Mastery of the major social media platforms including Facebook, YouTube, Instagram, TikTok, Twitter, Pinterest, Snap, and Google+.
* Knowledge of social media analytics software including Facebook Insights, Google Analytics, and Twitter Analytics to track audience engagement and campaign performance.
* Experience with content and website management systems, word processor applications and image/video editing software.

**How to Apply**

To apply please send your most recent resume and cover letter to graymatterstheblog@gmail.com with the subject line: Social Media Internship Application.

**Contact Details**

Rikki Willingham & Sharmeen Jariullah

Email: graymatterstheblog@gmail.com

<https://graymatterstheblog.org/>