

**SOCIAL MEDIA INTERN**

**Description:**

LST Marketing is offering a unique, hands-on opportunity for students looking to gain experience with a marketing agency. This internship allows an individual to work in the creative field of social media for sporting events, brands, and clients. All hours can be flexible to accommodate your school/work schedule.

**Who We Are:**

LST Marketing is a boutique agency that pushes the limits of innovative sponsorships, talent integration and marketing solutions to redefine what’s possible and deliver amazing results. We have worked with the world’s top brands to produce unforgettable experiences that create meaningful consumer connections. Located in Dallas, TX.

**Part-Time:** In-office 2-3 days a week with ability to post and interact 7 days a week (16+ hours)

**Unpaid:** College Credit or Desired Experience

**Start Date (flexible): End Date (flexible):**

Monday, Janurary 16th, 2023 Monday, May 1, 2023

**Responsibilities:**

* Work with the internal marketing teams to develop engaging digital/social media content from concept to completion with the opportunity to own and execute original content
* Contribute to collaborative ideation and execution on social specific programming
* Create content focused on sports and entertainment for clients/target audience
* Manage content calendars via Hootsuite and Google Sheets
* Monitor activity on social platforms in the sports and entertainment space
* Monitor social media posts/comments, replies, etc. on a regular basis to interact with clients, athletes, and brands
* Report and analyze social and website metrics
* Organize social media assets for future use

**Basic Qualifications:**

* College undergraduate or graduate seeking college credit or work experience
* Strong understanding of social platforms (Facebook, Twitter, Instagram, LinkedIn) and a desire for staying on top of the latest trends
* Knowledge and understanding of sports and entertainment media landscapes, pop culture, etc.
* Basic understanding of sports teams, athletes, and major brands
* Ability to think outside the box with targeted social media content and interaction
* Capable of managing multiple social media platforms at once
* Strong writing and editing skills in addition to creative thinking
* Strong communication skills, both verbally and in written form
* Ability to take direction and work independently
* Ability to post on nights and weekends as needed
* Experience with Adobe Creative Suite (Photoshop, InDesign, Illustrator, AfterEffects) a plus
* Experience with photography and videography a plus

Please send resume to Caroline Weiss, Manager, Account Services

Caroline.weiss@lstmarketing.com