



SOCIAL MEDIA INTERNSHIP

WE'RE LOOKING FOR TWO CANDIDATES THAT...

- Have a strong interest in social media (like, you're always on IG!)
- Are interested and comfortable with communicating and working with others remotely
- Love staying up-to-date with current trends in social media, entertainment, sports and fashion
- Have knowledge of social media management and strategy
- Own a laptop or tablet and a smart phone and have access to high-speed internet service
- Are purpose-driven young women who are passionate about The Menternship's mission to personally and professionally develop Black and Brown young women who are interested in entertainment, media, sports and fashion

THIS INTERNSHIP REQUIRES:

- 10 Hours a week
- Weekly meetings via Zoom

WHAT YOU GAIN:

- Direct access to our network
- Monthly mentoring sessions with our founder
- Relevant, in-demand work experience and training

INTERN FOR ACADEMIC CREDIT

The Menternship is happy to support and accommodate candidates who would like to earn academic credit for this internship. Please check with your school or department about their policies and guidelines on interning for academic credit.

TO APPLY, SEND US YOUR

- RESUME
- WORK SAMPLE(S) AND A
- A ONE PARAGRAPH PERSONAL STATEMENT ON WHY YOU'D BE A GREAT FIT

CONNECT@THEMENTERNSHIP.COM

*REMOTE

*UNPAID INTERNSHIP

DIGITAL STRATEGY INTERN

While the Digital Brand intern will work with the digital marketing team to curate and develop social media content, the Digital Strategy intern will specialize in identifying new social media trends, stats and platform updates that will increase overall content quality. This role will develop and update social media strategy and cadence regularly, while conducting bi-weekly analysis of content performance. This role will take the lead responsibility of publishing content on our Instagram feed.

RESPONSIBILITIES AND DUTIES:

- Identify new social media trends, stats and platform updates that will increase overall content quality
- Develop and update social media strategy and cadence regularly
- Conduct bi-weekly analysis of content performance
- Hashtags curation and posting
- Publishing Instagram feed content
- Assist with content curation/researching relevant content for posting on The Menternship's social media profiles (Facebook, Instagram and YouTube)
- Assist with creating a social media strategy/content calendar for upcoming posts
- Create engaging captions and copy
- Work closely with founder and graphic designer to brainstorm and edit video content
- Utilize iMovie, Premiere Pro, Photoshop or other video/photo editing software

THE IDEAL CANDIDATE:

- Is organized and has a keen eye for detail
- Has the perfect combination of strategy and creativity—data inspires your creativity!
- Understands social media marketing and loves fire content!
- Has strong time management skills and always meets deadlines
- Always knows about the latest updates on Instagram

