

Digital & Social Media Internship

Description: The Digital & Social Media intern works closely with Barefoot Books' dynamic marketing team to support its social media planning, website content management, and various other marketing related tasks.

Time commitment: Minimum 15 hours a week.

Learning Objectives

This internship is designed to enhance the student's learning and professional experience in the areas of digital marketing and web content management.

Social Media

- Draft social copy that promotes company values and resources
- Upload and update YouTube content
- Organize Pinterest boards
- Brainstorm ideas to gain more engagement on social media

Web Content Management

Assist in the execution of marketing campaigns, product merchandising, website landing pages and related marcoms activities. Tasks related to this goal include:

- Assisting in website flips
- Drafting, editing and updating web content
- Proofreading web content
- Managing data collection

Other responsibilities may include:

- Proofreading eblasts
- Drafting copy for marketing campaigns
- Researching potential influencers and partners

At the end of this internship, the intern will gather the following skills:

- Project and content management skills
- Research and writing skills
- Working knowledge of social media
- Insight into the publishing industry

To apply, please email your resume and cover letter to our Director of PR & Brand Marketing, Jeanne Stafford, at jeanne.stafford@barefootbooks.com. Please include links to your social media pages (Twitter, Instagram, Pinterest, etc.).

This is an unpaid internship but we are able to offer course credit and recommendations.