

Digital & Social Media Internship – Autumn 2021

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. This position is paid and in-office*.

Time commitment: 14 hours a week, 15 weeks per semester/season.

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 Product Marketing Assistant, Rachel Sammons, at rachel.sammons@barefootbooks.com. Please include links to your social media pages (Twitter, Instagram, Pinterest, etc.).

**The Autumn 2021 intern is expected to work in our new office space in Concord, MA. However, this will be dependent upon the status of COVID and the health of the population.*