

Trainee/Internship Program Offer

Social Media Marketing Program – Washington Crossing, PA



Start Date: November - December 2022

Program Duration: 12 – 18 months

Compensation: \$10 per hour

Housing: not provided

Number of Position Offered: 1

Host Company Description:

The host company is a manufacturer, marketer and distributor of innovative and creative party, stationery, craft and toy products which are sold worldwide to retail customers. They have offices and showroom in China and a creative center based in Washington Crossing, Pennsylvania which is 35 miles outside Philadelphia. The program participant will contribute across several critical functions, collaborating with Sales, Marketing, Finance and Senior Management, as well as the company's international offices, partners, vendors and customers.

Program Description:

The selected participant will lead the overall strategy development and execution across a large client base, including but not limited to: social listening and strategy, paid social, and social analytics. This position will require a lot of client contact, so strong communication skills are required. During the program, the participant is expected to provide innovative ideas, and social strategies that will grow our business and improve client relationships. Some of the duties will include:

- Gain experience in paid social media efforts across major social networks
- Manage social listening to identify influencers, trends, engagement, and content opportunities
- Leverage social media tools to identify and if necessary report adverse events
- Experience managing profiles, paid advertising and analytics across networks such as Facebook, Twitter, LinkedIn, Snapchat, YouTube
- Develop innovative, risk-taking social campaigns
- Create visually appealing, multimedia content
- Consider every aesthetic detail of a social post, from images to links to formatting of copy
- Lead productive brainstormers that bring out their teammates' best ideas
- Hone and expand their brand's voice and persona

Applicant Qualifications:

- To apply for the **Internship** program, applicants must be full-time university students with academic focus in **Business Marketing** studies OR have graduated less than 12 months from the internship begin date.
- To apply for the **Trainee** program, applicants must hold **Business Marketing** degrees and have least 1 year of professional work experience related to the degree, OR be career professionals of 5 or more years of professional experience in this field
- Excellent English skills
- Extensive experience in social media marketing
- 1-3 years of experience managing paid campaigns
- 5 years of social media experience working for an established brand, or an equivalent of experience.

How to Apply:

1. Submit a professional resume with a professional photograph
2. Indicate availability dates (start and end dates)
3. Indicate this offer number and title