

## **Social Media and Digital Marketing**

~ Opportunity for part or full-time employment following internship.

### **Contact:**

Black Events & Advertising, Inc.

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### **Responsibilities:**

Intern will help conceptualize ideas, and work with our creative team to create digital advertising/marketing campaigns for trade shows, clients, and various other projects. This includes creating content, post schedules and graphics for all social media outlets.

Scheduling and monitoring posts and gaining knowledge of A/B testing are essential.

Creating contests and working to grow online communities. Ability to multi-task and staying organized are very important.

Strong analytic & writing skills are needed. May do basic design of customer graphics for social posts, so having experience with Adobe Suite is a plus.

Understand digital marketing, audiences, and continued contact through emails, texts, etc is important. Will assist with paid online billboard ads, google ads, etc. Will work with clients to establish flow charts, landing pages, and forms to collect and communicate with current and possible customers.

May help answer incoming calls when needed. Would participate in various industry research for specific products and consumer groups to aid in the designing of materials and advertising campaigns. Some possible data entry. Must work efficiently, and be friendly and outgoing. Hours are flexible around your schedule. For the right candidate this could lead into a part or full-time position.