

Social and Digital Media Intern Role Description

About Ship and Anchor

Ship and Anchor is in the business of inspiring organizations and people to transform into their best versions yet. We are transformative capacity builders with specialized skill for business development and leveraging strategic communications to drive value.

We value trust, collaboration, culture, relationship, and excellence. As a team of skilled strategists, we leverage our technical expertise and passion for advocacy to help our clients improve their impact, achieve their strategic goals, and gain better positioning in the market. We work with organizations across industries and disciplines, though we prioritize business that serve or market to our four Impact Groups – 1) Current and formerly incarcerated, 2) BIPOC (black, indigenous people of color), 3) Students, 4) Entrepreneurs and small business.

At Ship and Anchor, we believe the true measure of a successful business is how motivated, supported, challenged, and overall satisfied its team is. Thus, as an equal opportunity employer, we are committed to providing the best work experience for all our team members.

About the Role

The purpose of the Ship and Anchor **Social and Digital Media Internship** is to develop students with potential and are eager to grow digital marketing skills through real world experience. The intern will gain experience in the following digital marketing areas: website development, social media management, digital content development, and strategic communications.

The Social and Digital Media Intern will be assigned a supervisor who will establish a working and learning schedule with them. The intern will be responsible for reporting to scheduled meetings for learning and working. In addition to monitoring and assisting the intern with their work, the supervisor is there to guide the intern's learning. The supervisor will work with the student to establish a set of learning objectives upon which the intern will be tracked and evaluated at the end of the internship. This is to ensure the intern is developing the skills intended.

Most of the intern's work will consist of developing digital content for social media and websites; however, the underlying objective is for the intern to develop their overall business acumen, with a focus on social media and digital marketing. According to the intern's interest and availability, there will be opportunities for shadowing team members in other functional areas. There is also the possibility for permanent job offer for the exemplary intern.

Responsibilities

- Design and build website(s) using online platforms
- Create digital collateral such as flyers, programs, presentations, etc.
- Regularly post, comment, and generally manage social media for Ship and Anchor and client projects
- Brainstorm and create engaging social media and web content
- Monitor web and social media analytics and insights, reporting to supervisor
- Edit audio and video for digital projects

- Research and benchmark relevant trends, audience preferences, and content development software/applications
- Collaborate with leadership for internal communications

Required Qualifications

- Currently enrolled in student in accredited academic institution
- Impeccable oral and written communication
- Academic study in marketing, graphic design, business, or similar field of study
- Excellent research skills
- Mastery of major social network platforms, including but not limited to Facebook, Instagram, YouTube, Twitter, and LinkedIn
- Experience with social media analytics
- Experience with content management systems, word processor applications and image/video editing software
- Team player with initiative, hardworking, eager to learn, with a positive, can-do attitude.

Capstone Project

While the Digital Marketing Intern will be tasked with the responsibilities shown above, the internship will build up to and focus heavily on its capstone project. The capstone project will be determined in coordination between the intern supervisor, intern, and academic instructor at onset of internship. Additionally, the intern will be responsible for regularly collaborating with leadership with relevant updates and progress towards the project. At the end of the internship term, the intern will be responsible for a formal presentation of their project, detailing what they have learned and any suggestions they have for the team and future interns for building upon their work moving forward.

Additional Information

Job type: Part-time, with flexible hours and potential for permanent at end of internship term.

Apply Below:

<https://bit.ly/SAJobApplication>

If you have any questions about any information in this description, feel free to reach out to us by email at info@shipandanchorbiz.com or by phone at (202) 798-0917.