

# We're Looking for a Social Media Intern. Is it you?

## WHO WE ARE

We are not just an advertising agency. Or a branding company. Or a design shop. Or a PR firm. Or a marketing business. We're a full-service Advertising agency based on Lake Eola in Downtown Orlando. Here, you'll become one with the Creative team, jumping in on projects like brainstorming, ad concepting and creative execution. We value you for your thinking, and never see an intern as just an intern. Our goal is the same as yours: for you to leave this internship with a portfolio of work that packs a punch—and makes you a stand-out as you start your creative job hunt.

## WHAT YOU'LL BE DOING

As a social media intern, you will be an extension of the Social Media team and an integral component to the agency's client services and operations. This internship will also provide you with opportunities to develop professional skills, create work samples for portfolio use, and learn the role of social media within an integrated agency.

- Assist with the management of &Barr and clients' social content – schedule content, maintain a posting schedule, creatively update channels, and proactively and reactively assist with community management.
- Attend, engage, and participate in internal meetings
- Support ongoing content creation (ideation, copywriting, graphic design/photo/video support working with internal resources)
- Assist with influencer sourcing and outreach
- Assist with monitoring, social listening, and reporting for multiple clients
- Writing/editing of internal and external communications (i.e., content calendars, ad-hoc social posts)

## QUALIFICATIONS

- 3.0 GPA or higher and a junior or senior (i.e., must have completed two full semesters of courses in your college)
- Consistently demonstrates sound judgement and strategic thinking, in accordance with agency's mission, vision, and values and never sacrifices quality for speed.
- Advertising & Public Relations, Digital Media, Marketing, or Communications major
- Must be social media obsessed! Someone who is passionate about trends, quality content and innovation
- Knowledge of social media platforms, including Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn.
- Working knowledge of OS X, Microsoft Office
- Experience with graphic design programs such as Photoshop, InDesign, Illustrator and/or Canva is a plus.

- Excellent writing and editing skills
- Strong organizational and communication skills
- Ability to work well in a team environment
- Ability to multitask and handle deadline pressures
- Professional appearance and conduct
- Please feel free to showcase any previous work, whether it's a personal design project, portfolio, class project, etc.

## HOURS

- • Average 16-24 hours per week for 12-14 weeks
- • This is an unpaid, semester-long internship

## APPLICATION REQUIREMENTS/DEADLINES

Applicants are encouraged to apply as early as possible for consideration.

## LIKE WHAT YOU HEARD? LET'S TALK. CONTACT

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