



Social Media Marketing Intern

Location: Virtual

Compensation: Unpaid

Hours: 20 hours/week

DB Consulting Firm is a full-service philanthropy consulting firm that specializes in sports philanthropy. Our clients range from nonprofit organizations and corporations to sports organizations and professional athletes.

Position Summary:

The DB Consulting team is looking for a passionate Social Media Marketing Intern who is eager to coordinate social media deliverables for our clients as well as our own accounts. This intern will get hands on experience creating, implementing and managing social media campaigns for nonprofit and corporate organizations.

Responsibilities:

- Create/implement social media campaigns for DB Consulting clients and in-house accounts
- Help contribute and implement social media strategy and marketing campaigns
- Maintain social media calendar
- Create content (marketing, editorial, and social)
- Remain consistent and on-brand by writing in the appropriate voice
- Monitor and engage audience across all social channels
- Monitor social analytics to identify trends and growth opportunities
- Conduct research and analysis of competitive or similar social channels/strategies
- Stay up-to-date with technical changes and trends in all social platforms

Qualifications:

- Currently attending an accredited college/university with a focus in Social Media, digital marketing, media, communications or a similar field.
- In-depth knowledge of social networking platforms (Facebook, Twitter, Instagram, LinkedIn, etc.)
- Strong writing, grammar, and overall communication skills
- Ability to recognize and analyze online trends
- Creative thinker, self-starter
- Strong organizational skills and the ability to handle multiple deadlines.
- Proficiency with Hootsuite, Adobe Suite, Canva and Google tools preferred.

Student Learning Outcomes:

- The intern will get a chance to communicate and work directly with DB Consulting clients and partners, expanding their network.
- The intern will complete a write-up at the end of the internship incorporating what they have learned and what they would pass on to an intern taking their place.
- The intern will have the opportunity to implement and manage social media campaigns on various platforms.