



New York Shockers

Title: Social Media Intern

Our Goal:

We are looking for a social media intern to join our team from April to July. The social media intern will work alongside management to increase engagement through the use of our social media platforms. This internship is unpaid, but has an opportunity for credits toward your education. Our hours are flexible and the ideal candidate would be creative and enthusiastic about expanding their portfolio.

Duties and Responsibilities:

- Assist with the design and execution of social media campaigns
- Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Perform social media marketing research
- Respond to comments and DMs on social media platforms
- Brainstorm and research ideas for original content
- Create compelling graphics to share across social channels
- Write social media captions that speak to the company's target audience
- Help create and edit short-form videos for Instagram and TikTok
- Develop new strategies for increasing engagement
- Assist with photo/video content shoots
- Ensure brand message is consistent

Required Qualifications:

- Current or recent undergraduate or graduate student preferably pursuing a degree in digital communications or related fields such as advertising, marketing, or graphic design.
- Professional experience in digital marketing/social media marketing
- Impeccable oral and written communication skills
- Excellent internet research skills
- Mastery of the major social media platforms including Facebook, Instagram, Twitter, and TikTok
- Experience with Canva or Adobe Creative Cloud
- Some knowledge of soccer is preferred but not required.