

## **SOCIAL MEDIA INTERN DESCRIPTION**

### **INTERNSHIP DESCRIPTION:**

Are you a student interested in learning more about social media marketing? JFG is looking for forward-thinking interns with a strong knowledge and understanding of digital marketing. We are a creative advertising agency looking for a talented digital intern with fresh, creative ideas and an excellent eye for detail.

### **KEY RESPONSIBILITIES:**

- Strategize, execute, and manage social media accounts, such as Facebook, Instagram, LinkedIn, Twitter and YouTube
- Conduct, gather and analyze market research
- Monitor postings to ensure brand message is constant
- Aid in the daily aspects of promoting the businesses campaigns
- Assist in implementing plans to increase followers on popular social media websites
- Help create content as dictated by the monthly editorial calendar to promote sales, blogs and products
- Work collaboratively with our Social Media Strategist and other members of creative and core departments
- Support other agency activities on an as-needed basis

### **REQUIRED QUALIFICATIONS:**

- Studying Graphic Design or Similar Field
- Familiar with multi-social posting through programs such as Hootsuite
- Knowledge of social media platforms and digital best practices
- Energetic and creative
- Hard-working and team-oriented

### **JFG COMPANY PROFILE**

- J. Fitzgerald Group is a full-service advertising and marketing agency. We have a large clientele at the local, national and international level.
- Check out website here: <http://www.jfitzgeraldgroup.com/>

### **Why JFG?**

This is not your average internship. Here, you'll be part of something different. By becoming a member of the JFG team, you will have the opportunity to play an active role, expand upon your skill sets, and learn a lot about the business.

If JFG sounds like a great experience and you are looking to pursue or learn more about a challenging career in the advertising/marketing world, we want to hear more about you and your goals. Please send an email that includes your resume to [intern@jfitzgeraldgroup.com](mailto:intern@jfitzgeraldgroup.com).

## JFG Facts:

- We are a 50% woman-owned company founded in 2001.
- Since its inception the company has always been heavily involved in the creation of brand identity and in brand stewardship (ensuring consistent use and follow through) – for a wide range of regional, national and international clients.
- Our team includes talented professionals with expertise in integrated marketing communication campaigns including;
  - **Branding:** Brand Identity/Development, Marketing Strategies & Planning, Naming/Tagline Development, Logo Development
  - **Creative Development:** Brainstorming, Creative Concepts, Copywriting, Graphic Design
  - **Digital Marketing:** Website Design/Development, Search Engine Marketing, Search Engine Optimization, Email Marketing, Online Marketing
  - **Social Media Marketing:** Facebook, Twitter, Linked In, Instagram, Pinterest
  - **Marketing:** Print Advertising, Direct Mail, Collateral, Radio and TV, Outdoor, Trade Show Booth Development
  - **Media Relations:** Media Planning, Placement & Tracking, Public Relations & Crisis PR, Press Conferences & Event Management,
  - **Market Research:** Focus Groups, Product Testing, Surveys/Polling

On a regular basis the JFG team handles a diverse mix of creative execution, from marketing plan development, creative design, writing, research, social media, web/interactive/programming and more for a wide range of clients regionally, nationally and internationally.

We are advertising, marketing and website professionals with decades of experience in both business-to-business and business-to-consumer marketing for clients ranging from medical/healthcare, continuing care, pharmaceutical, consumer goods, manufacturing, banking, construction, education, and more.