

**Social Media Intern**

Facility Name- ASM The Oncenter / Empower FCU Amphitheater at Lakeview

Location- Syracuse, NY

Job Title: Social Media Intern**Department: Marketing****Reports To: Director of Marketing****FLSA Status: College Credit (3 Credits)**

Summary: We are looking for eager interns to support our marketing department. As an intern you will work closely with our Marketing Director and Coordinator who will provide training and hands-on experience to aid in your educational pursuits. This internship will include daily tasks and assigned special projects that utilize social media platforms to promote and manage our brand.

Essential Duties and Responsibilities include, but are not limited to the following:

- Assists in creating original and engaging content for social media platforms including Instagram, Facebook, Twitter, LinkedIn, etc. while maintaining a brand.
- Create, design, and implement collateral marketing material and advertisements through video and graphic design work. (Adobe Design programs, Canva, Animoto)
- Learn the basics of managing and maintaining a social media calendar through Hootsuite and actively create, schedule, and monitor engagement of posts for multiple accounts.
- Introduction to email marketing and apply principles through utilization of MailChimp to develop, test and send email marketing campaigns and manage audience data.
- Participate in weekly marketing meetings to pitch and execute ideas for content across website, social media sites, weekly eblasts, press releases and company newsletter.
- On-site media coordination and social media content creation (including photography and live streams) during assigned events – includes nights and weekends.
- Conduct market research to identify opportunities for increasing our audience across all channels
- Always maintains high standards, positive attitude, and professional appearance
- Works within the guidelines set forth in ASM's Management Credo.
- Assists Marketing Director and Coordinator with other tasks as assigned.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience

- Must be actively enrolled in a college or university and participating in a three-credit hour internship course

- Candidates working toward an associate or bachelor's degree in Marketing, Public Relations or Journalism preferred (but not required)
- Experience with established and emerging social media platforms (Facebook, Twitter, Instagram, LinkedIn, Tik Tok) beneficial

Skills and Abilities

Excellent written and verbal communication skills required
Ability to type 40 wpm
Strong knowledge of the social media industry
Passion for working in a fast-paced environment
Excellent time management
Requires flexible schedule to cover events

Computer Skills

Basic knowledge of Microsoft office
Experience with Adobe Creative Suite is preferred, but not required
Familiar with multi-social posting through programs such as Hootsuite
Additional software trainings will be provided by the marketing team

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical requirements include the ability to operate a keyboard and move around the facility. Must be able to hear and speak to use two-way radio and telephone.

NOTE: The essential responsibilities of this position are described under the headings above. They may be subject to change at any time due to reasonable accommodation or other reasons. Also, this document in no way states or implies that these are the only duties to be performed by the employee occupying this position.

To Apply

Email HR at m_depietro@asmsyracuse.com

Michelle DePietro, HR Manager
The Oncenter
800 South State St.
Syracuse, NY 13202

Applicants that need reasonable accommodations to complete the application process may contact 315-435-8062

ASM is an Equal Opportunity/Affirmative Action employer, and encourages Women, Minorities, Individuals with Disabilities, and protected Veterans to apply. VEVRAA Federal Contractor.