

**William Pitt Sotheby's International Realty Berkshire
Marketing Specialist • Internship
Part Time • Hybrid**

Role Description

Do you love spending time on TikTok and Instagram? Do you have interest in helping a local business grow their audience through posts and video? We are hiring an intern to do just that here in the Farmington Valley! Flexible schedule is preferred.

Key Responsibilities:

- Create and edit video content for social media platforms, including promotion, educational content, and small business highlights
- Collaborate with the agent to develop and execute video campaigns
- Help measure and analyze the success of video content on social media
- Develop and execute social media strategies to increase brand awareness and engagement
- Create and schedule daily social media posts and updates
- Monitor and report on social media analytics and performance

Minimum Requirements:

- Strong videography and video editing skills
- Experience with social media promotion
- Knowledge and interest in real estate is a plus
- Excellent communication and teamwork skills
- Ability to work independently and meet deadlines
- Passion for creating engaging and visually-appealing content
- Do not have to have your own camera, but must have video editing software on your own computer

Success will be measured by:

- Increase in social media followers and engagement (likes, comments, shares)
- Increase in lead generation and conversion from social media campaigns
- Meeting or exceeding goals set for video views and engagement