

Upptik Marketing/Social Media Intern Job Description

Position Title: Upptik Marketing/Social Media Intern

Location: Remote

Hours: 10-12 hours per week

Duration: Fall Semester 2024 (Starting in August)

Compensation: This is an unpaid internship for school credits or work experience

Position Overview: Upptik seeks a creative and driven Marketing/Social Media Intern to join our team for the launch of our pilot program. This role offers a fantastic opportunity to develop and execute marketing strategies, manage social media channels, and engage with our community. This internship will align with your major and provide valuable skills and experience in digital marketing and social media management.

Key Responsibilities:

1. **Brand Voice Development:** Collaborate in shaping and refining Upptik's brand voice, ensuring consistency across all content and communications. Assist in developing guidelines that reflect the brand's values and resonate with our target audience.
2. **Content Creation:** Develop engaging content for social media, blog posts, newsletters, and other marketing materials to promote Upptik and its mission.
3. **Community Engagement:** Interact with the Upptik community, including mentors, students, and partners, to build relationships and gather feedback.
4. **Career Path Posting:** Regularly post about your own career path on Upptik, sharing your journey, experiences, and insights to inspire and guide high school students.
5. **Marketing Campaigns:** Assist in the planning and execution of marketing campaigns to increase brand awareness and user engagement.
6. **Social Media Research & Strategy Development:** Participate in researching current social media trends and best practices to help determine the most effective content to share, including identifying the best platforms, optimal timing, and strategies for maximizing engagement.
7. **Analytics and Reporting:** Track and analyze social media and marketing metrics to assess the effectiveness of campaigns and identify areas for improvement.

Learning Objectives:

- Develop skills in social media management and digital marketing.
- Gain experience in creating and executing marketing campaigns.
- Enhance your ability to analyze and interpret marketing metrics.
- Improve your content creation and communication skills.
- Understand the role of marketing and social media in a startup environment.

Qualifications:

- Currently enrolled in a college or university, pursuing a degree in a relevant field (e.g., Marketing, Communications, Business, Public Relations, etc.).
- Strong understanding of social media platforms and trends.
- Excellent written and verbal communication skills.
- Creativity and an eye for detail.
- Ability to work independently and as part of a team.
- Familiarity with social media analytics tools (e.g., Google Analytics, Hootsuite, etc.) is a plus.

Federal and State Compliance: This unpaid internship complies with the Fair Labor Standards Act (FLSA) and Connecticut state labor laws regarding unpaid internships. Interns will receive educational credit for their participation and gain valuable hands-on experience in their field of study.

Application Process: Interested candidates should submit their resume, a brief cover letter outlining their interest in the position, and any relevant experience to Jennifer D'Amato at jennifer@upptik.com.

Contact Information: For more information or questions about the internship, please contact Jennifer D'Amato at jennifer@upptik.com.