

## Marketing & Social Media Intern for Art & Word Collaborative (as of July 2023)

### Internship Summary

Seeking a college student (or recent graduate) with a proven passion and creative edge when it comes to developing marketing and social media campaigns. Intern must show initiative, bring high energy to the role and possess excellent communication skills. This is an exciting opportunity to be an integral part of expanding the outreach of our brand, *Art & Word Collaborative*. Intern will work with leaders who are writers, designers, producers and marketers, and will be invited to exercise the skills learned in their studies to contribute to the team on social media and marketing campaigns.

### Duties & Responsibilities

- Work with the team to manage our social media production plan in the promotion of our current and upcoming literary publications
- Strategize and write social media posts: Advance planning of messaging, visuals, any graphic or video content (existing or to be created) that can support and accompany the posts, as well as hashtag research and optimization.
- Meet regularly/consult with and gather input from the creative team.
- Brainstorm ideas for blogs/articles that can be written by our team and linked to from our social media platforms to put our brand front of mind.
- Be sensitive to the industry we are in, the current events of our world and careful in that respect as it pertains to the proposed posts.

### Benefits

- Hands-on experience as an active contributor of the production team.
- Opportunity to apply what you've been studying in a real-world position.
- Use your knowledge as a strategist on the team.
- Work with veterans in the production and entertainment industry (including songwriter, author, illustrator, graphic designer, producer).
- Flexible schedule with number of hours per week and duration of internship to be discussed.
  - Must have some availability during regular business hours of 9am-5pm EST.
- This is a non-paid position / Dependent on your college/university, this opportunity can be for college credit.
- Applicants will be interviewed and background checks and/or references may be conducted. Selected intern will be required to sign an NDA.
- Intern will work remotely.



### **Skills & Qualifications**

- Education and experience in social media, creative writing, marketing. (Marketing, Business or English major preferred)
- Excellent writing skills for a variety of audience demographics, at ease with play, fun, and inspiration.
- Passion for the field of publication as it relates to children's books, plays, cartoons and more – may be helpful, but isn't required experience.
- Social Media best practices including knowledge on best days/times for posts, creativity, meaningful content/campaigns, finding/building audiences and more.
- Ability to "network" with potential followers, influencers, etc. on behalf of the brand.

### **Other Requirements**

- Personal laptop in good working condition (with knowledge of Keynote and/or PowerPoint)
- Access to additional devices such as smart phone and tablet, with reliable/safe internet access
- Ability to access project and marketing files via a shared GoogleDrive directory
- Will receive orientation on the brand, mission statement, as well as training and understanding of audience and goals for upcoming publications in development

### **To apply send:**

Cover letter, resume, current degree/major, references, link to your LinkedIn profile (if applicable), social media writing samples/portfolio, along with dates/times available for interview and/or any other details that you think would be helpful - Email to: [artwordcollab@gmail.com](mailto:artwordcollab@gmail.com)

### **MISSION STATEMENT**

Art & Word Collaborative shares inspiration and entertainment in the form of books, animations, music and merchandise. Our mission is to create stories of encouragement and friendship through illustration and the written word.

Founded by creative partners, Kate Triantafelov (ART) and Melissa Barber (WORD), the company is currently focused on the creation of illustrated children's books, inspirational books for adults and composition of music and animation which stems from their book projects.