

# Need Experience?

Improve your resume with a Social Media Internship

Gain a competitive advantage over your peers by applying classroom-based knowledge in the field.

Contact us at [social@samnational.org](mailto:social@samnational.org) to schedule an interview at the 2018 International Business Conference.

## Social Media Intern

**sam**  
SOCIETY FOR ADVANCEMENT OF MANAGEMENT

# Social Media Internship

Imagine jump-starting your career in an internship that encourages you to challenge the status quo. Are you ready to apply what you've learned in the classroom to gain real-world, hands-on experience? The next SAM Social Media Intern will do just that.

SAM is a 106-year-old professional society with a rich history. Our mission is to provide an opportunity for our collegiate members to increase management skills and expertise through participation in programs and services designed to improve the professional quality of their knowledge, performance, and leadership ability. Our Social Media internship seeks a creative individual who is able to work independently as well as collaboratively as the project progresses.

SAM's internship seeks to provide student members with opportunities to manage projects from creation to implementation. Students gain hands-on experience while making lasting contributions to our organization.

This internship description does not state or imply that the above are the only duties and responsibilities. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

## Basic Qualifications

We are looking for someone who...

- Is a strong communicator that possesses excellent writing skills.
- Has prior experience in marketing, communications, or social media.
- Has demonstrated strong organizational skills with the ability to work on multiple projects in an efficient manner to meet all deadlines.
- Has demonstrated innovative thinking and problem solving skills.
- Has the talent to write in varying tones, voices and styles in order to meet the appetite of our diverse audience and the varying social platforms we use.
- Is passionate and knowledgeable about social media channels such as Facebook, LinkedIn, Twitter, YouTube, Instagram, and SnapChat with a strong desire to continue learning in order to stay on top of trends and emerging platforms.
- Has proven computer proficiency with Word, Excel, and PowerPoint.

## Job Functions & Responsibilities

Social media focus includes:

- Execute and implement social media marketing campaigns and strategy across all social media platforms.
- Coordinate weekly social media posting to increase brand visibility.
- Drafting and editing copy for social channels.

Marketing & Advertising focus includes:

- Engage with headquarters on a regular basis to brainstorm ideas for new and innovative marketing and social media campaigns.
- Assist with gathering data for marketing reports and supporting a variety of marketing and advertising programs.

General responsibilities include, but are not limited to:

- Researching industry-specific sites for relevant information.
- Maintaining marketing program outline.

## Requirements

Internship candidates must meet the following minimum requirements to be eligible:

- Be currently enrolled in an accredited college or university and taking at least one class in pursuit of an associate's, bachelor's, or graduate degree.
- Have access to a stable internet connection to telecommute and work on projects.
- Commit to 120 hours of service (or more if your academic institution requires) to the organization during the semester long internship.

## WE WANT TO HEAR FROM YOU

To be considered for this opportunity, please email us at [social@samnational.org](mailto:social@samnational.org). We will provide you with an application which requires you to have an institution and faculty contact for your institution's internship department. We will coordinate with your institution to complete the required internship paperwork for you to receive college credit.

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