



Position Title: Social Media and Content Intern

Department: Marketing

Reports to: Marketing Manager

Primary Objective

As a Social Media and/or Content Intern, you will work in our Marketing and Communications (MARCOM) department. As an intern, you will be responsible for creative social media branding and engagement. Additional responsibilities include, but not limited to, planning social media calendars, creating social media posts and coordinating with broadcast media and other campaigns. The goal is to enhance ways to engage, educate and illustrate the benefits of renewable and home energy.

A strong consideration will be placed on candidates with strong writing skills and will be provided drafts and supporting research and analysis of local and regional trends as well as product and service innovations as we Go Green.

Major Areas of Accountability

- Develop new social media profiles, enhance branding and develop affiliate partnerships
- Manage social media storyboarding, scheduling and engagement
- Research relevant topics for blogs and articles to support social media content
- Enhance engagement strategies and communication of various Community Initiatives
- Create tracking, AB testing and analysis experience preferred

Knowledge and Skills Required

- ❖ Excellent knowledge of social media platforms.
- ❖ Knowledge of analytical tools.
- ❖ Creative mindset and strong content writing skills.
- ❖ Ability to multitask.
- ❖ Ability to work in a team.
- ❖ A degree in Psychology, Communications, Writing, Marketing or a related field.
- ❖ Prior experience with content writing or strong social media skills

Location:

- Office - 8201 S Congress Ave, Austin, TX 78745
- Field - case by case, but within Austin area

Hours: 20 to 30 per week

Salary: \$15 per hour

Required Materials for Application: Resume + Cover Letter