

# EAST

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## Social Media and Digital Marketing Intern

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### Role Overview

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The role of this individual will be to manage our online presence and handle output facets of the company's brand identity. This individual will be responsible for having thorough knowledge of all professional connections as well as professional services offered. This individual will be held to a high standard of customer service and social media management. This individual will be responsible for all social media accounts including but not limited to Instagram, Facebook, Twitter, MailChimp and LinkedIn.

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### Qualifications and Skills

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- 1-2 years experience in social media management
  - 1-2 years experience in a customer service or hospitality role
  - Thorough knowledge of all the above mentioned platforms and common integrations
  - Must be fluent in Planoly
  - Must have general knowledge of Adobe InDesign
  - Excellent communication skills
  - Must have an eye for visual aesthetics. Please provide a sample grid (three rows) of graphic (can be outsourced) content
  - Strong digital copywriting skills with ability to produce compelling content in short character counts
  - Strong understanding of East Room brand including Membership based community, cultural programming and visual brand
  - Must be able to embody East Room tone and voice
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### Duties

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- Manage content flow across all social channels (Instagram, Facebook, Twitter, LinkedIn)
  - Manage online inquiries (on social platforms) in real time
  - Maintain active online presence with conversations and redirecting inquiries or sourcing answers whenever necessary
  - Support in real time posts such as Instagram stories for event promotion, event content and other items
  - Working with Content Creator on social calendar
  - Preparing compelling captions for scheduled posts
  - Provide reporting for insights (page growth, engagement, nothing any high audience connection posts)
  - Providing suggestions for service improvements
  - Pitching digital marketing campaign ideas with potential to oversee these
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### Commitment

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- 1 in-day/week, to be coordinated with Content Creator
  - Attendance at daytime workshops for content event and real time posting (Wednesdays, twice a month)
  - Attendance at evening events for content collection and real time posting (Wednesdays, once a month & one off larger scale events which include concerts and talk series).
  - Internship period: 3 months with option to extend if performance excels.
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# ROOM

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