

SOCIAL MEDIA MARKETING INTERN ROLE

At Sage Corps, we work with students to find the right role based on their experience, skills and qualifications. This intern role description will give you an idea of the type of responsibilities that will be assigned to you during the course of your program. The descriptions below are based on a previous startup role we've offered. However, please note that this internship will vary depending on the startup partners and available roles for that term.

About the Startup:

This startup is the first food delivery and takeout comparison platform. At this company, we believe that finding the perfect meal or snack should be easy, convenient, and affordable, and that's why we've created a platform that allows users to compare all food delivery options in their neighborhood, including the restaurants and local shops that are not visible on the larger delivery sites. Our platform allows users to compare delivery prices, delivery times, and discounts of available services, giving the power to choose the best option for their needs.

Internship Overview:

As a social media marketing intern, you will work closely with our marketing team to develop and execute campaigns to acquire and retain users. You will be responsible for creating and optimizing campaigns on various platforms such as Facebook Ads, TikTok, Google Ads etc. You will also work on analyzing data to identify areas for improvement and suggest new ideas to grow our user base (Google Analytics).

Responsibilities:

- Develop and execute campaigns to acquire and retain users
- Create and optimize campaigns on various platforms such as Facebook Ads, TikTok, Google Ads
- Create and optimize digital content for various online channels.
- Analyze digital marketing performance metrics and provide insights.
- Collaborate with the marketing team to develop innovative strategies.
- Gain practical experience in the dynamic field of digital marketing.

Qualifications:

- Experience with digital marketing tools such as Facebook Ads, TikTok, Google Ads, and Google Analytics.
- Basic content creation skills.
- Familiarity with data analysis and reporting.
- Strong problem-solving skills and attention to detail.
- Ability to work in a fast-paced environment and adapt to changing requirements.
- Good communication skills and ability to work well in a small team.