



Job Description

POSITION ANNOUNCEMENT

INTERNSHIP – Social Marketing and Events Intern – Austin, TX

Sugar Fashionista will be recruiting applicants for the position of Social Marketing and Events Intern for the Spring of 2017. As an Intern, you will offering support on the creation of a new marketing campaign to promote company services and products to the public. You will also supporting staff on special events logistics, while learning fundamental marketing and event planning skills as well as proper event procedures. The responsibilities, duties and qualifications for this position are described below.

GENERAL:

Sugar Fashionista is an award winning company in Austin, Texas that offer event services for all occasions. We specialize in custom dessert tables and party rentals following the latest trend in fashion and events. In addition, Sugar Fashionista will now start offering event planning services for weddings and other social and corporate events.

SALARY AND BENEFITS:

This is a part time unpaid position. Hours are flexible and anticipated to be 15 hours per week.

APPLICATIONS:

Deadline for applications is January 18th, 2017. Applicants will be reviewed and considered on a rolling basis. Please include INTERNSHIP – Social Marketing and Events Intern in the subject line. Applicants should submit a current resume and cover letter to info@sugarfashionista.com.

Course credit offered if applicable.

POSITION DESCRIPTION

LOCATION: South Austin - (12308 Twin Creeks Rd Ste. B-101 Manchaca, TX 78652)

POSITION TITLE: Social Marketing and Events Intern

REPORTS TO: Owners

POSITION SUMMARY:

The Social Marketing and Event Intern is responsible for developing and implementing marketing strategies for the company focusing on social media sites and is also responsible for regularly evaluating the success of their marketing efforts during the internship period of time. Will also assist in the planning, programming and coordination of ongoing activities related to the operations of event services. The intern handles email and phone correspondence, will be involved in the creation of a new marketing campaign, will develop a SWOT analysis of the company, maintains social media networks, and assists in events with planning, logistics and coordination when necessary. Handles all clients and vendors calls and visitors in a friendly, professional, positive and helpful manner.

MAJOR RESPONSIBILITIES:

- Handle email and phone correspondence with vendors and clients to obtain quotes or to schedule meetings regarding special events.
- Create and maintains Excel and Outlook spreadsheets to keep track of client's addresses and phone numbers, as well as various office phone lists to be used on marketing campaigns.
- Assist in marketing campaign development, brand management, client relationship and customer service.
- Assist with search engine optimization strategies.
- Create daily social media and manage campaign conceptualization on our online networks.
- Draft client communications, content for blogs (eBlogger), website, newsletters, and social media.
- Assist with event logistics such as consultations, drafting event proposals, contracts, coordination, dessert table design and assist at events when necessary.
- Understand customer needs and communicate them to owners.
- Act as pick-up and delivery agent for our products when necessary.
- Performs other tasks as assigned.

QUALIFICATIONS AND BACKGROUND:

Education: Must be enrolled in an accredited university or college.

Experience: Some relevant work experience preferred but not necessary

Skills: Courteous, professional and pleasant manner; neat appearance; excellent and pleasant telephone skills; knowledge of Microsoft office; detail oriented with strong written and verbal communication skills; able to navigate and research via social media sites such as Twitter, YouTube, Instagram, and Facebook; able to multitask a wide variety of projects and daily assignments; and have positive and energetic interpersonal skills.

~ Must have a laptop.



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