



SOCIAL MEDIA COMMUNITY MANAGEMENT INTERNSHIP SPRING 2017

About the Internship

Beanitos is looking for a Social Media Community Management Intern to join the Marketing team in Spring 2017. The internship is a part, time, 4-month unpaid internship open to juniors and seniors designed to propel your career in the digital space. Beanitos will work with the intern to provide academic credit, if applicable. General knowledge across social media platforms, a personal digital footprint that reflect this understanding and an interest in pursuing a career in social media is important. You'll be part of a dynamic marketing team and the opportunity to learn about marketing and the consumer package goods industry. Most importantly, we are looking for candidates who are positive, enthusiastic and always curious!

Internship Scope (responsibilities include, but are not limited to):

- Learn how to utilize Meltwater, a social media listening platform, to identify influencers and engagement with them through tactics such as coupon promotions and/or surprise and delight
- Identify influencers through research to provide samples and social promotion, develop potential partnership and measure success through influencer outreach
- Develop skills in monitoring industry-related keywords, conversations, campaigns and influencers
- Develop e-newsletters and blog posts (recipes, lifestyle tips, health trends)
- Assist in social media monitoring and community management

Internship Qualifications:

- Marketing, Communications and/or PR related major preferred
- Be able to utilize Microsoft Office (Word, Excel, PowerPoint) and Google Drive
- SMMS (Social Media Marketing Software) familiarity is a plus
- Comfortable working in a fast-paced environment
- Strong communication and interpersonal skills
- Able to be present for the internship for a minimum of 12 hours per week throughout the semester. Prefer the intern commit to at least 3 hour blocks of time in the learning environment of the office
- Must be available from end of January to end of May – based on Spring 2017 semester performance, internship can roll into the Summer 2017 semester
- Must be able to provide their own laptop

How to Apply:

If interested in an internship with Beanitos, you must send all the following items to be considered:

1. Send your application via email: Jobs@Beanitos.com
2. Must use subject line: Beanitos Internship Application for Spring 2017
3. Include an up-to-date resume in pdf format
4. A few sentences about your interest in the internship in the email
5. Answers to the following questions:
 - Are you currently a student? If so, what school? What is your major?
 - Is there your first internship? If not, what internship # would this be?
 - Have you had Beanitos before?

Please note: if you do not send the items listed above and use the stated subject line you will not be considered for the internship.