

Social Media Intern

Summary

The Social Media Intern is a key member of the Marketing Department who develops, creates, schedules and executes the social media content and various digital marketing initiatives of the company's numerous brands. Exceptional communication skills both face-to-face and in writing are essential, as this individual interacts with all departments within the company and numerous external customers. This position will support social media needs for Crawford Hoying, North Market Bridge Park, signature events and lifestyle brands under the company's portfolio, and property accounts.

NOTE: If moved forward in the interview process, candidates will be asked to provide a portfolio to showcase social media skillsets.

Job Responsibilities (responsibilities may include but are not limited to the following)

- Support the Marketing Department in developing strategy and implementing short-term and long-term social media marketing content and campaigns on Instagram, Facebook, LinkedIn, and other digital channels, as needed
- Support with online reputation engagement and responses on platforms such as Google Business, Reputation, Sprout Social, Social Accounts, etc.
- Actively stay on top of community engagement and management through commenting, tagging, and resharing
- Effectively ensure a consistent brand voice across all social media and digital channels under the Crawford Hoying brand portfolio; not only limited to social media
- Create, review, schedule and publish content on all social media platforms across the company's portfolio
- Measure the success of each social media campaign by capturing data and tracking metrics; refine future campaigns and report on current standing as needed
- Support social media content process, monthly workflow, asset compilation, Social Media Playbook training programs, content calendars, etc.
- Stay informed of current social and digital marketing best practices and technology
- Build relationships with industry influencers to create a strong support network
- Support team members with other marketing department initiatives

Performance Objectives (objectives may include but are not limited to the following)

- The 7 Core Values that Crawford Hoying has established to maintain its desired culture
- Communication response time and professionalism
- Ownership and accountability
- Face-forward interaction and engagement with internal and external customers
- Creative, out-of-the-box thinking in regard to buildout of brand awareness and engagement
- Willingness to take on projects and learn a variety of concepts, practices and procedures

Preferred Knowledge, Skills, Education and Experience

- 1 year of experience supporting social media management in a professional setting or through coursework, internships, or student organizations
- Currently pursuing a degree in marketing, communications, or a related field
- Proficiency in Microsoft Office products, including Excel, Word and PowerPoint Design
- Experience in InDesign, Canva and Social Media Scheduling Platforms (preferred)
- Experience in photography, Reels, or video editing
- Fluency with social media platforms and user skills

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- An eagerness to learn about social listening and sentiments to apply to overall strategy
- Understanding of, or a willingness to learn, the ins and outs of paid digital media spending and opportunities
- Superb communication skills, including copywriting, editing and creative storytelling
- Great visual eye with photography capabilities
- Keen understanding of current trends and key influencers
- Ability to thrive in a fast-paced, ever-changing environment
- Valid driver's license and reliable transportation

Work Environment

The Social Media Intern works at the corporate office and regularly interfaces with internal and external customers. Core business hours are 8:00am-5:00pm and intern schedules will fall within these hours unless needed for special events that fall outside these hours, not to exceed 40 hours per week.

Reporting Structure

The Social Media Intern reports to the Digital Marketing Manager and/or Social Media Specialist.



Physical Requirements

The candidate's physical condition must be sufficient for the consistent and successful completion of the responsibilities defined for this position and for conformance with all professional standards defined for this position. This position frequently requires standing, walking, sitting, and reaching with hands and arms. It may require lifting up to twenty-five pounds. This employee must be able to drive during the course of work.

**If you are interested in applying for this position, please email your resume to
hr@crawfordhoying.com.**

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