



## Digital Marketing Intern

**Reports To:** CEO

**Job Overview:** ARE YOU READY TO WORK WITH THE BEST TEAM EVER? Do you LOVE creating amazing experiences? Are you AWESOME? Are you an OUTSTANDING AND RELIABLE team member? We are a super-cool, trendy, newish insta-obsessed avocado toast bar/coffee shop looking for tech savvy, social media loving intern to join our team and work both remotely and on site.

### Responsibilities and Duties:

- Create social media posts for Instagram, Facebook and Twitter.
- Assist in taking pictures of our food, searching for content we can repost and coming up with good captions.
- Brainstorm ideas for social media posts, hashtags, blog posts, newsletters and giveaways.
- Schedule social media posts on Hoot suite.
- Track relevant KPIs on Excel document.
- Contact influencers and press for partnerships/articles and visits to the coffee shop.
- Negotiate with them what we want in exchange for our products (post, story, blog, etc).
- Select, optimize and modify images for use in several digital media.
- Respond to all reviews online and comments (Yelp, Social Media, Google, Tripadvisor, etc).
- Create email marketing campaigns and write monthly newsletters.
- Create Google Analytics reports of website performance.
- Keep up with social media trends and what our competition is doing.
- Send a biweekly plan on what will be achieved and what was achieved (ex. contacted x amount of influencers, gained x amount of followers, among other KPIs).

### Qualifications:

- Working towards marketing/communications/digital media degree
- Familiarity with Hootsuite
- Familiarity with Square Marketing Email Campaigns or Mailchimp
- Go getter, responsible, self starter, team player, organized, detail oriented, willingness to learn
- Advance knowledge in Google Drive
- Intermediate knowledge of Excel
- Owns a computer
- Tech Savvy
- Google Analytics familiarity
- Passionate about the digital world
- Must have VERY STRONG written communication skills
- Experience in a company is a PLUS, but personal blogs or active social media accounts are a MUST

\*\*\*This is an unpaid internship, however we will have a transportation allowance and offer you a meal when at the shop. We also offer school credit.

Job Type: Internship, potential job opportunity depending on performance.

Ideal start date: ASAP

Does this sound like fun? Do you have what it takes? Are you willing to learn? If you answered yes! We would love to hear from you. Please email your resume to [hello@toastysf.com](mailto:hello@toastysf.com) and include a cover letter telling us why you would like to join our team. Also let us know which soft and hard qualities you have that would make you succeed working with us.