Luxury Marketing Social Media Intern-Cover Letter Required

Alexis Day Agency, Beverly Hills, CA

OVERVIEW: We are looking for a savvy, entrepreneurial-minded intern to join our upbeat professional team. This is a real opportunity to gain valuable hands on experience and be able to share and give your input. The position entails assisting in the management of social media, developing marketing strategies and campaigns, client liaison, coordination of events, as well as many other duties. There will be a lot of content writing, so being a skillful creative writer is highly necessary. We are a luxury brand digital marketing agency therefore possessing a sincere interest in luxury lifestyle and social media engagement is a MUST. Major plus if you are one who keeps your thumb on the pulse of pop culture, and/or the fashion and beauty industries.

DUTIES AND RESPONSIBILITIES: (This list is not exhaustive)
· Create and execute marketing campaigns, and provide luxury related content for all of our social media outlets, as well as assist with our client's sites as needed
· Increase the number of followers through consistent social media engagement with our current followers and industry influencers
· Manage: Blog, Facebook Page, Twitter, Instagram accounts, etc.
· Stay abreast of current events in relevant industries e.g. fashion, beauty, entertainment, luxury real estate, culinary events, jet charter news, interesting lifestyle events, photos, infographics, as well as other related opportunities, and assist in developing marketing and PR strategies to connect the agency with the current industry trends and upcoming events
· Create marketing campaigns to raise company brand awareness
· Willingness to work outside of the job description

QUALIFICATIONS: In order to apply, candidates must:
· Have a sincere interest in and some working knowledge of luxury brands, and luxury lifestyle
· Strong work ethic, follow directions well, take constructive advice well, and have good follow through skills
· Project deadline conscious
· Be an excellent writer, good storytelling writing skills are a plus
· Possess skills for social media content development and writing
· Be a creative and innovative thinker

· Highly computer and internet literate. Must be Mac literate
· Preferred skills: Google Adwords, Google Analytics. Demonstrate proficiency using, Microsoft Excel, PowerPoint, Apple Keynote, InDesign, Illustrator, Photoshop, Fireworks, Integrated Marketing, and use of email systems such as MailChimp or the like
· Be extremely organized, detail-oriented
· Use excellent English grammar
· Be an articulate communicator
· Have a no job too small attitude
· Have a willingness to roll up your sleeves and do whatever it takes to get the job done
· Must be self-motivated, able to work autonomously with a team mentality
· Reliable-some assignments may be worked on remotely
· Able to multi-task in fast-paced situations

EDUCATION: Must be a college Senior, a recent graduate or grad student in the fields of marketing, advertising, strategic communications or public relations. Prior internships in these fields is a plus.

BENEFITS: The selected candidate will have the opportunity to:
· Hone their digital marketing skills
· Build their portfolio of professional work
· Sometimes work remotely, and with a flexible schedule, but must fulfill all work duties and meet deadlines
· Work closely with senior management
· Attend networking events, if located in Los Angeles
· Have hands-on client experience.

This is an unpaid internship and the position will begin May 18th or possibly sooner. Applicants must be able to work a minimum of 16 - 24 hours a week, spread over two or three days. Interns must commit for a minimum of 3 months.

Interested candidates must submit a **cover letter, résumé, and writing samples of previous work, such as a press release or content marketing writing** at info@alexisdayagency.com or via company website at www.alexisdayagency See Careers on the Home Page. **No calls please.**