



Job description

Job Title: Marketing and Social Media Intern (Job #9203417)

Location: Remote

Salary: Unpaid

Duration: September 2, 2024 – December 6, 2024

Company: Peñate Consulting LLC

About Us:

Peñate Consulting LLC is a consulting firm dedicated to empowering minority-owned businesses and local governments through procurement readiness programs, certification consulting, grant writing, and supplier diversity initiatives. We are passionate about fostering inclusive economic growth and providing comprehensive support to our clients. Our team is committed to a community-focused approach, leveraging proven strategies and innovative solutions to meet the unique needs of our clients.

Position Overview:

We are seeking a dynamic and creative Marketing and Social Media Intern to join our team. This role offers an exciting opportunity to gain hands-on experience in marketing strategy, social media management, and content creation within a fast-paced consulting environment. The ideal candidate is a proactive, detail-oriented individual with a passion for storytelling and a strong understanding of social media platforms.

Key Responsibilities:

- Assist in creating, curating, and managing content for our social media platforms, including LinkedIn, Instagram, Facebook, YouTube and TikTok.
- Develop and implement social media campaigns to enhance brand awareness, engage our target audience, and promote our services.
- Monitor and analyze social media metrics to assess the effectiveness of campaigns and make data-driven recommendations for improvement.
- Support the development of marketing materials, including graphics, blog posts, and email newsletters.
- Conduct market research to identify trends, competitor activities, and opportunities for engagement.
- Collaborate with the team to brainstorm and execute creative ideas for content and campaigns.
- Assist in managing the social media calendar and ensuring timely posting and engagement.
- Engage with followers, respond to comments and messages, and build relationships with our online community.
- Assist in tracking and reporting on the performance of marketing initiatives.



Qualifications:

- Currently pursuing or recently completed a degree in Marketing, Communications, Business, or a related field.
- Strong understanding of social media platforms (LinkedIn, Instagram, Facebook, YouTube, TikTok) and their respective best practices.
- Excellent written and verbal communication skills with a keen eye for detail.
- Creative thinker with a passion for storytelling and content creation.
- Ability to work independently and collaboratively in a remote setting.
- Proficiency in graphic design tools (e.g., Canva, Adobe Spark) is a plus.
- Familiarity with social media analytics tools (e.g., PlannedThat, Hootsuite, Google Analytics) is a plus.
- A positive attitude and willingness to learn and take on new challenges.
- Bilingual in Spanish & English (preferred).

Benefits:

- Hands-on experience in marketing and social media strategy within a consulting firm.
- Opportunity to contribute to meaningful projects that support minority-owned businesses and local governments.
- Mentorship and guidance from experienced professionals in the industry.
- Flexible work schedule with the ability to work remotely.
- Potential for future employment opportunities based on performance.

How to Apply:

Please submit your resume, a brief cover letter explaining why you're interested in this position, and samples of your work (if available) to melissa@penateconsulting.com or through this website. Applications will be accepted until August 30, 2024.

We look forward to learning more about you!