



Social Media Strategy Internship

CAREER FIELD

Advertising & Marketing

JOB TYPE

INTERNSHIP

START DATE

FLEXIBLE

THE ORGANISATION

A small team of innovative and experienced professionals based in Cape Town, dedicated to creating exceptional marketing strategies and results for our clients.

ROLE & RESPONSIBILITIES

Interns will work alongside our dynamic team to design social media strategies for clients to achieve marketing goals as well as manage and create quality content on social platforms. This is achieved by identifying the client's target audience and creating content which is relevant, informative and appealing. Other duties include collaborating with marketing and product teams, staying on top of trends, monitoring SEO engagement, tracking and reporting results.

Interns will also have the opportunity to train customers to integrate and maintain a strong and strategic social media presence.

SKILLS ACQUISITION

- Excellent time management and organization, ability to multitask
- Creative and innovative thinker
- Familiarity with popular social media platforms and trends
- Strong written and verbal communication skills
- Working towards or completed degree in Marketing or relevant field would be beneficial

BENEFITS TO THE INTERN

- Gain hands on experience using social media for brand awareness
- Collaborate with clients and teams in various industries to meet their social media and marketing needs
- Create a diverse portfolio of work
- Work alongside and receive mentor ship from a highly knowledgeable and experienced team
- Demonstrate your adaptability and resilience to future employers

SKILLS ACQUISITION

- Develop and refine strong communication skills
- Data analysis, monitoring and reporting
- Creative problem solving
- Tracking market trends
- SEO optimization
- Ability to identify target

SCHEDULE & COMPENSATION

Full-time temporary role with expectation of 37.5 hours work per week.

Summer placement of 8-12 weeks with some flexibility and potential to extend Internship completed on an unpaid basis.

Placement offered on a voluntary basis as part of a comprehensive internship programme



PLEASE NOTE

This Social Media Strategy Internship role is available as part of our Cape Town internship programmes, which have an associated fee. You can learn more about our advertising & marketing internship programmes in general [**here**](#).