Internship: Social Media Marketing

ARISE Business Solutions, an innovative management consulting firm who’s changing the world of business by empowering business leaders to take their business and careers to a higher level of performance, has an immediate opening for a business student intern to manage its social media marketing function.

Position Description: This position is responsible for assisting ARISE Business Solutions’ Managing Member in the development and execution of a social media marketing strategy that will increase brand awareness, generate inbound traffic and cultivate leads and sales.

 Desired social media results include: increasing listeners who live stream on the weekly Loving God and Making Money radio show, increasing visitors to websites including ARISEBusinessSolutions.com, LovingGodandMakingMoney.com, and the blog TellMeSomethingTV.com, increasing size of email list and increasing attendance in ARISE’s educational workshops and webinars.

The ideal candidate is a highly motivated individual with a passion for being a part of the ARISE team and helping fulfill the Company’s mission which is to transform startup and fledgling companies into profitable, G (“Generous”) Corporation® businesses, and power business and professional growth using Strategic Objectives for Uplifting Life or the SOUL Plan®.

The ideal candidate will also have a passion for developing content strategy, blogging, micro-blogging and community participation leadership.

This position is a part-time paid internship.

Duties include: Manage Social Media marketing campaigns and day-to-day activities including:

- Write relevant content to reach the audience most likely to listen to our radio program, Loving God and Making Money, and to attend our educational events and webinars
- Post on LinkedIn, Twitter, and Facebook
- Write and send emails advertising guests and topics for weekly radio show
- Write content for video blog descriptions for TMSTV and YouTube channel to increase site visits
- Post videos to TMSTV blog and YouTube channel, as needed
• Develop system to maintain all video, audio, PowerPoint, and image files used in social media
• Maintain website content and links to keep all information current and consistent across platforms (ARISE, TMSTV, and LGANDMM)
• Monitor, listen and respond to users in a “Social” way while cultivating leads and sales.
• Develop and expand community and/or blogger outreach efforts for TMSTV.
• Oversee design and maintenance (ie: LinkedIn profile, profile pic, thumbnails, ads, landing pages, Facebook Timeline cover, Twitter profile, and TMSTV blog).
• Design, create and manage LinkedIn promotions and ad campaigns.
• Setup and maintain Google Analytics, and compile report for management showing results (ROI).

• Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
• Monitor trends in Social Media tools, applications, channels, design and strategy and make recommendations to Managing Member to keep social media strategy current and relevant.
• Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.
• Monitor effective benchmarks for measuring the impact of Social Media programs. Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.

**Qualifications and Experience:** Senior level marketing major (undergraduate) or MBA Marketing student who:

• Possesses knowledge in the tenets of traditional marketing. Some prior marketing experience is welcomed but not required.
• Demonstrates creativity and documented immersion in Social Media. (Provide links to profiles as examples).
• Proficient in content marketing theory and application.
• Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
• Displays in-depth knowledge and understanding of Social Media platforms and their respective participants (LinkedIn, Facebook, Twitter, Yelp, Google+Local, YouTube, Instagram, Pinterest etc.) and how each platform can be deployed in different scenarios.
• Maintains excellent writing and language skills.
• Enjoys a working knowledge of the blogging ecosystem relevant to the social entrepreneur, and faith and work fields.
• Displays ability to effectively communicate information and ideas in written and video format.
• Exceeds at building and maintaining sales relationships, online and off.
- Is a Team player with the confidence to take the lead in content development, creation and editing of content, and online reputation management
- Makes evident good technical understanding and can pick up new tools quickly.
- Maintains a working knowledge of principles of SEO including keyword research. Highly knowledgeable in the principles of “Search and Social”.
- Possesses functional knowledge and/or personal experience with WordPress and YouTube.
- Demonstrates winning Social Customer Service techniques. Possesses great ability to identify potential negative or crisis situation and recommend conflict resolution principles to mitigate issues.

**Hours**: Up to 40 hours per month. Schedule is flexible including work-from-home, if desired.

**Salary Range**: $10-15 per hour, depending on experience, plus eligibility for bonuses when established milestones are achieved.

**Contact Information**: Interested candidates should send a resume with cover letter to: julaine@arisebusinesssolutions.com. Include links to social media profiles in the cover letter.