

# CROOKED CITY CIDER

## SOCIAL AND DIGITAL MEDIA MARKETING INTERN (UNPAID)

Crooked City Cider, Oakland's original cider, is looking for the perfect summer intern to help us grow our visibility and branding online. We're looking for an enthusiastic and dedication person(s) who are as passionate about Oakland and cider as we are and is ready to grow a small business with us!

The Social and Digital Media Marketing Intern will play an active role in the development of Crooked City Cider's online community. The intern will maintain Crooked City Cider's presence on various social media platforms and help create and publish content that is relevant to our customer base. He/she will work on establishing Crooked City Cider's branding development and creating a cohesive marketing (via social media and other digital outlets. He/she will regularly analyze and report on the activity on social media networks as well as the Crooked City Cider website. He/she will also assist in maintaining Crooked City Cider's weekly newsletter. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

### RESPONSIBILITIES

#### Social Media

- Updates Facebook and Twitter account.
- Responds to posts or comments to bring value to user's interactions with Crooked City Cider.
- Posts updates, news and announcements in a timely manner using appropriate content.
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our Facebook and Twitter page in a manner that invites conversation and interaction.
- Updates Facebook and Twitter accounts with current and relevant photos, video, or other content from Crooked City Cider activities and events.
- Grows Crooked City Cider's online social networks by increasing fan base and interactions.
- Completes other social media projects as assigned.

#### Digital Media/Website

- Takes pictures and videos of events and happening to be developed into content for the Crooked City Cider website, Facebook and Twitter pages.
- Uploads Crooked City Cider photos and videos to the appropriate server or DropBox account.
- Re-vitalize Crooked City Cider's website to reflect current branding.
- Manage weekly MailChimp email, including creating content and media relevant to Crooked City Cider's customers.
- Completes other digital media projects as assigned.

## Research

- Regularly observes the online activity of model organizations researches and reports on “social media best practices.”
- Completes other research projects as assigned.

## Analytics and Reporting

- Uses Google Analytics to assess trends and activity on the Crooked City Cider website.
- Uses Facebook Insights to assess trends and activity on the Crooked City Cider Facebook page and Instagram.
- Uses Twitter Analytics to assess trends and activity on the Crooked City Cider Twitter page.
- Reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

## REQUIREMENTS

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.
- Experience with digital editing, basic photo editing and video editing software, and internet browsers.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, and Instagram.
- Available to work 15+ hours per week.

## ELIGIBILITY

Must be 21+

This is a part-time internship and we require that you bring your own computer to complete internship projects and tasks. Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, efficient and independent work flow. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a start-up environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development.

## TO APPLY

Please send cover letter, resume and relevant portfolio work to [info@crookedcitycider.com](mailto:info@crookedcitycider.com) and include “Social and Digital Media Marketing Intern” in the subject line. Applications due prior to January 20<sup>th</sup>.