



jennifer priest & *hydrangea hippo*



[designer*instructor*social media virtuoso]

JOB DESCRIPTION – MARKETING INTERN

Title: Marketing Intern

Supervisor: Jennifer Priest, owner of Hydrangea Hippo

Responsibilities:

- Assist with developing marketing strategies for promoting Hydrangea Hippo events and services (i.e., social media, blogging, email campaigns)
- Assist with photography and videos
- Assist with maintaining customer and potential customer lists, will entail entering contact information into contact management systems
- Assist with event and product preparations
- Draft press releases, event fliers and blog posts
- Follow up on networking contacts, vendors and customer calls
- Help manage Social Media accounts, including but not limited to Facebook Fan Page, Twitter, Pinterest, Instagram, YouTube, Google+
- Create email campaigns in Mail Chimp and Constant Contact
- Help with product fulfillment including craft product kitting and packing customer orders
- Prepare weekly status report for Supervisor

Qualifications:

- Seeking an individual that is highly motivated, energetic, self-starter
- Willing to work hard and do a lot of leg work
- Must have good communication, interpersonal skills and photography skills
- Proficient with Word, Excel, Social Media (Facebook, Twitter, Hoot Suite, Pinterest, Instagram, YouTube, Google+)(desired), Blogger/Word Press (desired), Mail Chimp/Constant Contact (desired)
- Positive and can-do attitude is a must
- Knowledge of Android apps for editing photos (desired)
- Knowledge of scrapbooking/craft industry and retail (desired)

Skills to be developed:

- Enhance written and oral communication skills
- Learn about online marketing, SEO, and branding strategies & tools
- Learn accounting software QuickBooks
- Knowledge of office management, running an online retail business
- Knowledge and proficiency of Social Media marketing and account management
- Time Commitment: Up to 6-8 hours per week for minimum of 6 months.
- Compensation: Volunteer/not a paid position

Starting Date: July 2013

To Apply: Submit a 1 page cover letter and resume to hydrangeahippo@yahoo.com



jennifer priest & *hydrangea*
hippo

[designer*instructor*social media virtuoso]

