 

 **Labyrinth Made Goods Digital Marketing Intern**

**Department: Labyrinth Made Goods**

**Reports to: Director of Labyrinth Made Goods**

**DESCRIPTION**

The Labyrinth Made Goods team seeks an intern with an interest in social media strategy and content creation. We are a social enterprise looking to grow our platforms on Instagram and Facebook and have a goal to connect with social media influencers who can help elevate and bring recognition to our brand and mission. Students who apply should have an interest in social justice and women’s empowerment and be open to performing a variety of additional tasks ranging from event planning, writing/editing, research, digital marketing, blogging, and sales.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

* Assist with social media, e.g. engaging with customers/supporters and other businesses/influencers, creating content
* Research and writing for blogs, press releases, and articles
* Attend meetings and trainings as assigned
* Assist with organizing files as needed
* Other duties as assigned

**QUALFICATIONS REQUIREMENTS**

To perform this internship successfully, an individual must be willing to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION AND/OR EXPERIENCE:**

* Coursework at a college level, or similar experience or skill set, in marketing, public relations, communications, or related field

**LANGUAGE SKILLS:**

* Proficiency in English required
* Excellent writing skills
* Strong interpersonal and communication skills required

**REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES:**

* Proficient computer skills (Facebook, Instagram, are a must, Design apps, like Canva, etc. are a plus)
* Multi-tasking skills necessary

Last updated: 01/07/2022

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an intern to successfully perform the essential functions of this internship opportunity. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this internship, the intern is frequently required to speak, hear, read, and write. Specific vision abilities required by this position include close vision, depth perception, and the ability to adjust focus. The intern is frequently required to stand, walk, and sit. The intern is seldom required to lift/move up to 45 pounds.

The position requires a reliable mode of transportation.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an intern encounters while performing the essential functions of this internship. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The office for this position is located at 1201 N. Hershey Road, Bloomington, IL 61704. This position may also require travel to places in the community for events and presentations.

I have received a copy of this job description and understand the information included herein.

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Employee Date

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Supervisor Date

Last updated: 01/19/2017