



At &Barr, it's not what we do, it's why we do it. Your purpose should be why you thrive from day-to-day; therefore, this job description is designed to outline primary duties, qualifications we look for, and job scope, but not limit you to the description identified. It is our expectation that team members offer their services wherever and whenever necessary to ensure we are the agency of choice for both great brands and top talent.

### **WHAT YOU'LL BE DOING**

As a social media intern, you will be an extension of the Social Media team and an integral component to the agency's client services and operations. This internship will also provide you with opportunities to develop professional skills, create work samples for portfolio use, and learn the role of social media within an integrated agency.

### **RESPONSIBILITIES**

- Assist with the management of &Barr and clients' social content – schedule content, maintain a posting schedule, creatively update channels, and proactively and reactively assist with community management.
- Attend, engage, and participate in internal meetings
- Support ongoing content creation (ideation, copywriting, graphic design/photo/video support working with internal resources)
- Assist with influencer sourcing and outreach
- Assist with monitoring, social listening, and reporting for multiple clients
- Writing/editing of internal and external communications (i.e., content calendars, ad-hoc social posts)

### **QUALIFICATIONS**

- 3.0 GPA or higher and a junior or senior (i.e., must have completed two full semesters of courses in your college)
- Consistently demonstrates sound judgement and strategic thinking, in accordance with agency's [mission, vision, and values](#) and never sacrifices quality for speed.
- Advertising & Public Relations, Digital Media, Marketing, or Communications major
- Must be social media obsessed! Someone who is passionate about trends, quality content and innovation
- Knowledge of social media platforms, including Facebook, Twitter, Instagram, TikTok, YouTube, and LinkedIn.
- Working knowledge of OS X, Microsoft Office
- Experience with graphic design programs such as Photoshop, InDesign, Illustrator and/or Canva is a plus.
- Excellent writing and editing skills
- Strong organizational and communication skills
- Ability to work well in a team environment
- Ability to multitask and handle deadline pressures
- Professional appearance and conduct
- Please feel free to showcase any previous work, whether it's a personal design project, portfolio, class project, etc.

**HOURS**

- Average 16-24 hours per week for 12-14 weeks
- This is an unpaid, semester-long internship

**CONTACT**

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