



# Social Media Marketing Intern Voyage Pictures - Grand Rapids, MI

**POSITION:** Social Media Marketing Intern

**LOCATION:** Voyage Pictures - Grand Rapids, MI

**DURATION:** Summer 2019 - Flexible Start/End Dates

**COMMITMENT:** 20+ Hours per Week

## DESCRIPTION

### About Voyage Pictures

We're a team of doers and makers chasing the dream of a better future. Our goal is to move people—to tell stories that get folks off their seats and into the streets. What community needs to be celebrated? Which audiences are waiting to be compelled? What life-changing stories are waiting to be told? These are the questions that drive us, that shape our interactions with clients, that move us to attempt the impossible in all we do.

### Position Overview

We are looking for an enthusiastic marketing intern to join our sales and marketing team. You will join a growing and dynamic group of passionate storytellers attempting the impossible for our clients. As a marketing intern, you will collaborate with our Sales and Marketing manager in all stages of sales campaigns, both top and bottom of the funnel. You will also work to develop social media content across multiple channels as we seek to expand our presence on social platforms such as Facebook, Instagram and LinkedIn.

This internship will give you the opportunity to learn marketing and sales alongside a dynamic, passionate, and creative team. You will gain knowledge of the integrated nature of sales and marketing from within a highly creative field.

## **RESPONSIBILITIES**

- Participate in regular posting of company social media accounts (e.g. Facebook, Twitter, LinkedIn, Youtube, Vimeo etc.)
- Develop content in a variety of forms including: blog posts, whitepapers, social media posts, and digital ad content
- Edit client videos for distribution across several marketing channels
- Collaborate with Voyage team members on marketing initiatives
- Regularly edit and check content created by marketing and sales team members
- Research and analyze the effectiveness of our marketing campaigns
- Manage leads in Salesforce and email marketing campaigns with Mailchimp
- Help to organize and execute company sponsored events

## **REQUIREMENTS**

- Strong desire to work alongside a team of creative professionals
- Basic understanding of marketing strategies
- Ability to take ideas from conception to completion
- Ability to collaborate with a creative team
- Excellent verbal and written communication skills, including the ability to edit a diversity of content (e.g. blog posts, videos, photos, and text)
- Excellent organizational skills and the ability to track progress throughout a project
- Familiarity with digital marketing sales applications (e.g. Mailchimp, Google Adwords, Google Analytics and Salesforce)
- Ability to edit video is a plus

## **QUALIFICATIONS**

- Pursuing a degree in marketing, business degree or demonstrated interest in digital marketing, business strategy, and video production
- Undergraduate junior or senior pursuing a bachelor's degree
- Authorized to work in the US
- Photography/Videography experience is a plus

Qualified applicants, please send resume and cover letter to:

Jodi VanHarn  
Studio Administrator  
jodi@voyagepictures.co