

Job Title: Digital Content Creation & Marketing Intern
Department: Marketing
Location: Hybrid - On-Campus and Remote
Duration: Semester Based (Fall, Spring, Summer)
Credit Opportunities: Available
Compensation: Paid and Unpaid Positions Available
Weekly Hours: 3-10 hours per week

Value Proposition:

Elevate your social media game while boosting your resume with Text Student Auto's Digital Content Creation & Marketing Internship. If you're the college influencer who knows the power of a viral TikTok or a captivating Instagram Reel, this is your chance to shine. Join our dynamic team and learn how to turn your social media passion into a career asset. We offer the creative freedom to develop fun and engaging content, and we'll even pay you for it. Get ready to showcase your social media talent, gain practical marketing skills, and make a real impact while enjoying flexible hours to fit your student lifestyle. Your college journey just got a whole lot more exciting with Text Student Auto.

Qualifications:

- Proficiency in navigating social media platforms
- Exceptional communication skills across various mediums
- Highly organized with the ability to manage and meet deadlines
- Pursuing a degree in communications, broadcasting, marketing, or media (preferred)
- Familiarity with video editing for platforms like TikTok, Instagram Reels, and YouTube Shorts
- Comfortable on camera and committed to authenticity
- Adaptable and capable of working independently
- Prior experience in content creation for personal or brand channels
- Familiarity with design software is a plus
- Passion for the automotive or education industry
- Thrives in a dynamic, fast-paced work environment

Responsibilities:

- Immerse yourself in our brand's mission and translate it into a compelling social media personality
- Stay updated on trending sounds, videos, and content in the social media landscape
- Collaborate with the team to brainstorm innovative content ideas
- Engage in creative brainstorming sessions to fuel fresh and captivating content concepts
- Craft engaging video content, produce videos, and capture visually appealing content
- Craft captivating captions, schedule content, and manage postings across various social media platforms

- Collaborate closely with fellow interns, both at your school and beyond, to expand our reach and impact
- Assist in the development and execution of marketing campaigns, including giveaways and promotional events
- Offer support in creating educational content and resources
- All other duties as required

Learning Opportunities:

- Enhance your content creation prowess by producing video content for diverse social media platforms
- Gain hands-on experience in digital marketing, including content planning, scheduling, and analytics
- Develop an authentic on-camera presence, boosting your confidence and video creation skills
- Collaborate closely with a dynamic startup team to implement effective marketing strategies
- Engage in strategic brainstorming sessions to develop innovative and impactful marketing campaigns
- Analyze and respond to social media trends and engagement metrics, refining your digital marketing acumen
- Contribute to a mission-driven organization focused on empowering college students
- Potential for academic credit, subject to your school's policies

Benefits:

- Acquire valuable skills in content creation and digital marketing
- Join a dynamic and passionate startup team
- Paid and unpaid positions available
- Opportunity to earn academic credits through your internship
- Incentives for creating viral and meaningful content
- Flexible, semester-based commitment to accommodate your schedule

Are you ready to harness your creativity, dive into the world of content creation, and make a tangible impact on college students' lives? If so, we invite you to apply today and become an integral part of Text Student Auto's mission to empower students with automotive knowledge and convenience.

Please note that due to the high volume of applications we receive, we regret that we may not be able to respond to every applicant individually. Only candidates selected for further consideration or an interview will be contacted. We appreciate your understanding and thank you for considering Text Student Auto as a potential employer.