

MARKETING INTERNSHIP JOB DESCRIPTION

Job Opportunity Overview

The Intern will play a key role in supporting our company expanding our brand through digital, print and community involvement. We are looking to bring on board an Intern with intermediate knowledge of marketing, digital content writing, including social media platforms such as Facebook, Twitter, TikTok and Instagram. The ideal candidate will also possess a desire to learn more about the Real Estate industry, with a desire to gain valuable hands-on experience.

Location

This is a hybrid position. Most work is done virtually. In person meetings and activities will be limited.

Experience & Skills Required

- Ability to work 15-20 hours per week
- Major in Marketing, Business, Real Estate
- Proficiency in using social media platforms
- Ability to create and design original content

Core Strengths

- Self Starter, motivated to work in a group or independently
- Able to abide by the content calendar weekly deadlines
- Possess strong attention to detail and accuracy
- Strong communication skills and ability to present in a professional manner

Job Responsibilities

- Complete micro lessons and assignments within deadline
- Handle company account information and company profile with ethical care and consideration at all times
- Original, short form content creation
- Promote upcoming key events
- Initiate relationships with social media influences to grow brand awareness
- Introduce ideas of relevant stories and postings
- Participate in weekly team meetings
- Participate/Assist in real estate community events, open houses
- Help with promotions, direct marketing and public relations
- Assist with video editing is a plus but not required

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Learning Overview

This internship is a 16 week program, where you will get hands on experience in digital marketing completing activities, micro lessons, team projects and assignments.

Core Learning Outcomes

- Social Media Management
- Press Release Writing
- Web Design and Development*
- Digital Advertising
- Canva Software Utilization
- Content Creation
- SEO Optimization
- Digital Advertising
- Product Photography
- Video Filming & Editing*

Pay

- Unpaid
- Dallas College Students paid through TitleV Grant

Hours

- 15-20 hours per week

Travel

- Mandatory community events in various DFW locations.