

## Social Media Intern

1.28.20

### Job description

The ASG social media intern will work closely with ASG's marketing project manager and content strategist to help identify, conceptualize, design and execute campaigns to boost engagement, educate and inform our audience about who we are, what we do and how we can help. Our social media intern will help create content calendars, develop and distribute text and video-based content, monitor social media channels and support promotional and marketing efforts. The ideal candidate will be a self-starter who's comfortable working independently as well as with others.

### Duties and responsibilities

- Helping with the planning and execution of social media campaigns
- Contributing to weekly and monthly editorial calendars to promote ASG on various social media platforms
- Helping create and distribute content such as blogs, curated content and culture-related posts via social media
- Tracking social media engagement to identify high-performing ideas and campaigns
- Supporting marketing at ASG events by gathering social media content and engaging the ASG team

### Skills and qualifications

- Coursework toward a bachelor's degree in communications, advertising, journalism or a related field in the liberal arts (would prefer a student who will be a junior or senior in fall 2020)
- Strong oral and written communication skills and personal interest in writing and communicating via social media
- Experience with the major social media platforms including Facebook, YouTube, Instagram, Twitter and LinkedIn
- Willingness to interact with the ASG team at events and meetings to help promote our efforts and boost engagement (We plan to form a small social media task force with ASG staff.)
- Experience with meeting deadlines and managing projects
- Commitment to tracking metrics on a regular basis

## Bonus skills

- Knowledge of free social media analytics software to track audience engagement and campaign performance
- Experience with project and content management systems such as Trello
- Knowledge of and experience with image/video editing software
- Interest in business and how it relates to marketing and social media
- Relevant social media experience

## Hours and salary

**Hours:** 10-20 hours/week

**Hourly rate:** \$13/hour

**Term of internship:** We would like to hire an intern for at least four months beginning in February 2020, with the possibility of extension.

## ***A note about Social Media Intern salary expectations***

*According to [Indeed](#), Social Media Interns can expect to earn an average of \$12.24 per hour. This estimate was derived from 1,308 Social Media Intern salaries submitted by industry professionals and job ads on Indeed in the last three years. Pay depends on multiple factors including location and experience.*

## The ideal candidate

The ideal ASG Social Media Intern will be comfortable helping manage multiple social media accounts and will enjoy planning and developing content to inform, educate and engage the ASG audience. An exceptional candidate will be goal-oriented, proactive and ready to engage with the marketing lead and the ASG team to learn about their work, our industry and the clients we're trying to reach.

## About ASG

ASG is a global engineering and technical business process management consultancy, specializing in the scale-up and commercialization of systems for regulated industries — especially the pharmaceutical and medical device industries. Our experts in engineering, program management and business strategy help our clients do the right things at the right times with the right resources to achieve their quality, schedule and cost targets.

At ASG, our 45 team members work hard and have fun doing it. Our relaxed, inclusive environment fosters collaboration and camaraderie. Whether they're involved in risk management, product development, business process management or medical device



engineering, our employees are empowered to own their jobs, and mentoring and support are available when needed.

Our office is located in The Stutz Building, just a few blocks northeast of IUPUI.

[Learn more about ASG.](#)

*Please note: This is a staging site. Our new website, [www.GoASG.com](http://www.GoASG.com), will launch in February.*

### **About ASG marketing, web and social media**

ASG's marketing efforts are supported by a small group of contractors who manage marketing strategy, website development, content updates and social media in partnership with the ASG team. The new ASG website will launch in February 2020, and we'll begin promoting the company via social media after the launch. We currently manage LinkedIn, Facebook, Twitter, YouTube and Instagram accounts, and we also post videos on Vimeo. We have a lot to do! ASG has not consistently maintained a social media presence, and we're hoping to engage potential clients and employees with our social media content in 2020.

Interested candidates should send applications to:

Erin O'Brien, Office Manager, at [eobrien@adjutantsolutions.com](mailto:eobrien@adjutantsolutions.com).

Questions about the internship?

Contact Alyssa Chase, Marketing Consultant, at [achase@adjutantsolutions.com](mailto:achase@adjutantsolutions.com).



**+1-317-633-8747**

**[www.GoASG.com](http://www.GoASG.com)**

© 2020 Adjutant Solutions Group LLC