



AUTHENTIC PERSPECTIVES
COUNSELING & COACHING

Social Media & Digital Marketing Intern

Position Type: Internship

Location: Remote | Hybrid

Hours: 10-20 hours per week

Reports To: La Tanya D. Walker

Role Overview:

The Social Media & Digital Marketing Intern will assist in managing and growing the online presence of Authentic Perspectives Counseling & Coaching across multiple platforms. This role involves content creation, community engagement, social media strategy, and brand messaging to support marketing initiatives.

Key Responsibilities:

- Manage content creation and posting for Instagram, TikTok, YouTube, LinkedIn, and Facebook.
- Develop engaging social media posts, captions, and storytelling content.
- Write and edit content for newsletters, blog posts, and email marketing.
- Research and implement SEO and social media trends for optimized engagement.
- Assist in creating short-form video content, reels, and marketing graphics.
- Manage community engagement by responding to comments, messages, and interactions.
- Track social media analytics to improve audience reach and engagement.
- Assist in paid ad campaigns for coaching programs and digital products.
- Support content creation for online courses, including promotional materials.

Required Education & Experience

- Currently pursuing or recently completed a Bachelor's degree in Marketing, Communications, Journalism, or a related field.
- 1+ years of experience in social media management, content creation, or digital marketing preferred.
- Strong knowledge of social media platforms (Instagram, TikTok, YouTube, LinkedIn, Facebook).
- Experience with Canva, CapCut, or other design/editing tools.
- Excellent writing skills for captions, blogs, and email content.
- Understanding of digital marketing, SEO, and social media trends.
- Strong attention to detail and ability to analyze engagement metrics.
- Creativity in developing visually appealing and brand-aligned content.
- Ability to multitask and work within deadlines.

Benefits

- **Professional Development:** Interns will have access to weekly mentorship meetings and professional development workshops to enhance their skills and industry knowledge.
- **Salary Expectations:** Unpaid, College Credit Eligible. Interns required to use their personal vehicles for work-related travel will receive a mileage reimbursement at a rate of 40 cents per mile to cover fuel expenses.
- **Flexible scheduling, access to company events, and opportunities for networking within the industry**