Title: Influencer Marketing Intern, based in Austin, TX.

Reporting Relationship: The position will report to the Digital Strategy Manager

Salary: This position is unpaid for school credit or paid with previous social media/influencer internship or work experience

Internship Brief

- Love working with influencers and using social media?
- We are seeking a digitally savvy, experienced marketing intern to work with our team to develop and execute our influencer marketing strategies and creative campaigns
- If you are a team player who displays a positive, professional attitude at all times who knows the influencer world, then you are the person we are looking for
- Interest and passion for sports, entertainment, big brands industry is a must

Influencer Marketing Internship duties and responsibilities

- Help research, develop and execute influencer marketing strategies and creative campaigns
- Work with team to identify and build relationships with prominent influencers and thought leaders
- Develop content ideas and write and curate content
- Research relevant industry experts, competitors, target audience and users
- Brainstorm new, creative approaches to influencer campaigns
- Keep abreast of emerging trends, technologies and influencers
- Work alongside the team to create and coordinate marketing strategies that work across different channels

Influencer Marketing Specialist Requirements

- Bachelor’s degree in Marketing
- Proven track record in outreach campaign strategies
- In-depth knowledge of social media marketing industry
- Impeccable verbal and written communication skills
- Well organized with great time management skills
- Outstanding project management skills
- Excellent interpersonal and relationship-building skills
- Networking aptitude

Interested? If this sounds like a fit, email your resume and three writing samples to hello@strategicplayground.com

Strategic Playground is a marketing, branding and content solutions agency. We are great utility players. With more than 20 years of experience working with Fortune 1000 companies, sports leagues, teams, professional athletes, entertainment properties and the brands that sponsor these organizations.

www.strategicplayground.com