



## SOCIAL MEDIA INTERNSHIP

### Description:

Social Media Internship at TraillWorks: Studio, Gallery and Lessons. Intern will be responsible for implementing a social media marketing plan, including: choreographing various media outlets such as Facebook and Twitter, maintaining and updating them, and preparing all copy and files to be shared. By the end of the summer, the selected intern will have a completed example of a social media marketing plan, and a strong sense of utilizing social media in a small, dynamic business.  
**DEADLINE FOR APPLICATION: April 22, 2011**

### Eligibility:

Open to college/university students, recent college graduates, or candidates entering the field. TraillWorks is looking for a responsible, diligent, creative and intelligent candidate with strong writing, design, computer (Mac experience preferable, Photoshop, and interpersonal skills. A genuine interest in a career in fine art or graphic design, art history, gallery work, or teaching art is preferred, but not required.

### Responsibilities\*:

1. Developing content for Facebook / Twitter
2. Updating Facebook / Twitter accounts
3. Researching content for Facebook / Twitter
4. Driving traffic to the TraillWorks web site through all updates
5. Orchestrating a work flow or order of social media updating, alongside other web updates
6. Incorporate a plan to implement a video or podcast into the TraillWorks marketing plan

*\*Subject to change.*

### Duration of Internship:

Interns are required to complete a minimum of sixteen hours per week, starting on or about May 24<sup>th</sup> ending on August 19<sup>th</sup>. Schedules will be determined upon notification of internship.

### General Information:

These are unpaid internships with a possibility of part-time employment in the future, dependent on the success of the intern and circumstances at TraillWorks. Dependent on your school's internship structure this may count towards credit. Subject to individual schools' policies.

### Application Process:

**DEADLINE:** April 22nd, 2011

After a review of applicants, only candidates of interest will be called to schedule an in-person interview. In situations where this is not possible, a phone interview will be arranged. Only accepted candidates will be phoned.

### Please submit the following:

- Completed Application
- Cover Letter stating Interest why you are an ideal Candidate
- Three References
- Resume
- College Transcript

via email, [jennie@traillworks.com](mailto:jennie@traillworks.com), in person or via mail to the following address:

973-383-1307 | 214 Spring Street 1<sup>st</sup> Floor, Newton, NJ 07860 | [jennie@traillworks.com](mailto:jennie@traillworks.com)

[WWW.TRAILLWORKS.COM](http://WWW.TRAILLWORKS.COM)



INTERNSHIP APPLICATION

Name: \_\_\_\_\_  
First Middle Initial Last

Current Address:

\_\_\_\_\_  
Street City State Zip

Permanent Address (if different than current):

\_\_\_\_\_  
Street City State Zip

Home Phone:

Cell Phone:

\_\_\_\_\_

\_\_\_\_\_

Email:

\_\_\_\_\_

Current (or most recent) school, college or university:

\_\_\_\_\_  
Name City State Zip

Current Degree Sought:

\_\_\_\_\_

Current Major:

\_\_\_\_\_

Date Degree Expected:

\_\_\_\_\_

Degrees already held **(if any)**, high school, college or university, and date conferred:

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Degree	School	Date Conferred
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Degree	School	Date Conferred
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Degree	School	Date Conferred
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References **(provide two – three people who have worked with you and speak about your qualifications, may not be family or friends)**

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Name	Relationship	Telephone Number
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Name	Relationship	Telephone Number
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