

# Summer Intern

Location **California**  
<https://www.genclassifieds.com/x-570103-z>



Are you an excellent writer? Are you curious about new ways to use social media? Do you like experimenting with graphics, words and technology? Do you enjoy reading and sharing what you've learned?

If you answered yes to these questions, please read on.

## POSITION DESCRIPTION

Century 21 Eastbay is seeking a bright, energetic, and organized individual with high standards of excellence for a summer internship. The ideal candidate is a college student available at least 15 hours per week during the summer. Additional projects may be available during the school year.

As a paid intern, you will work directly with the firm's Business Division Manager on a variety of social media marketing and public relations (PR) projects. Success in the position will be measured in increased book sales and increased visibility of our firm to prospective clients. You will use social and traditional media to provide education and "touches" to existing and prospective clients and the public through newsletters, email, and various websites. Excellent writing skills along with the ability to synthesize financial content into eye-catching, pithy soundbites are required. You'll get the opportunity to flex your creative muscles strategizing, creating, and executing a social media marketing campaign with our small team.

## JOB RESPONSIBILITIES

- \* Assist in the research and writing of content for social media platforms (Facebook, Twitter, Google+, LinkedIn, etc.)
- \* Draft posts from existing content and from current news stories
- \* Assist in the development and execution of a PR strategy utilizing both traditional and social media
- \* Create and manage a PR and social media calendar

- \* Execute and monitor our social media plan
- \* Use HubSpot to post to various social media platforms
- \* Draft and proofread media releases, press releases, monitor news items and generate news leads
- \* Weekly reporting results, comparing key metrics against targets
- \* Manage social media marketing campaigns using Constant Contact
- \* Prepare prospect marketing materials and PowerPoint presentations
- \* Greet clients and answer phones

## REQUIRED QUALIFICATIONS

- Exceptional written and verbal communication skills
- Understanding of how to use social media to market and promote in a business environment
- Students of Business, Marketing, Communications or Journalism

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- \* Ability to work independently but receive direction well
  - \* Thorough knowledge of Microsoft Word and PowerPoint
  - \* Working knowledge of Excel
  - \* Ability to quickly learn and adapt to new technology
  - \* Organized, flexible, self-motivated, efficient, reliable, eager to learn
  - \* Ability to turn complex financial concepts into pithy content for social media platforms is a plus
  - \* Financial services industry experience (including internships) preferred, but not required

#### ABOUT OUR FIRM

The CENTURY 21® brand received the highest numerical score among full service real estate firms for first-time and repeat home/commercial buyers and sellers in the proprietary J.D. Power 2014 Home Buyer/Seller StudySM. Study based on 4,800 total evaluations measuring 5 firms and measures opinions of individuals who sold a home in the past 12 months. Proprietary study results are based on experiences and perceptions of consumers surveyed March 2014 - May 2014.

#### HOW TO APPLY

Please email a cover letter telling us why you are interested in this internship. Include your ideal work schedule and length of commitment you can make to our firm in your cover letter, and send us your resume. We prefer attachments to be sent in PDF format. Include "Internship -- Social Media Marketing" in the subject line of your email. No phone calls, please.

We look forward to hearing from you!