

JOB DESCRIPTION

SOCIAL MEDIA AND MARKETING ASSOCIATE

We are looking for a talented Social Media and Marketing Intern to administer our social media accounts and work on overall marketing. They will be responsible for creating original text and visual content, managing posts, responding to followers and authors with queries. They will manage our platform image in a cohesive way to achieve our long-term goals.

Social Media and Marketing Interns need the decision-making skills to determine the appropriate brand message that will achieve the goals of Law & Order by making expansion and outreach efforts successful. They must then be able to determine the right strategy, language and image to introduce and promote the platform's message and build a brand.

The internship is for a duration of 2 months - with the option to extend your tenure as a permanent member of the team.

Skills Required

- Degree (On-going or Completed): Business, Marketing, Public Relations, Communications, Journalism or related disciplines
- Impeccable written and verbal communication skills in English
- Basic skills in digital designing (On Canva)
- Well connected with a large personal network in order to promote L&O effectively
- Understanding of various Social Media and evaluating web traffic metrics
- Strong time management and organization skills - efficiency in MS Excel
- Analytical skills to assess the existing customer (authors and readers) base of L&O and how effective existing marketing/outreach strategies are
- Diplomacy, tact and knowledge of professional communication and networking

Responsibilities

- Manage Social Media accounts (Instagram, LinkedIn) and plan content calendar through Metricool.

- Collaborate with Creative Head (responsible for creating the aesthetic vision for the brand) to monitor web and social media metrics
- Responsible for responding to emails by determining the right language and style to promote the platform's message and build a cohesive brand.
- Work closely with Editors in Chief to coordinate emails, create promotional material and plan outreach efforts
- Outreach: Building a larger network of interest in the platform by reaching out to and attracting authors and readers.
- Finding possible avenues of collaboration with other organizations to strengthen our marketing, advertising and outreach efforts

Perks

- Certificate and Letter of Recommendation will be provided - with details of every project you execute for the team
- Feature on the team website: bio and formal picture required (only if you decide to be a permanent member of the organization)

Application Procedure

Please fill out the application form available on <https://www.law-order.org/opportunities>

To upload your Resume/CV on the form:

1. First, upload your resume file on Google Drive/Dropbox
2. Share the link of this file on the designated section of the form

Note: Please do not send applications over email, only applications submitted through the form will be considered.