



**Job Title:** Marketing Social Media Intern  
**Reports to:** Associate VP of Marketing, Marketing and Social Media Manager  
**Time-Period:** Mid-April 2023 through April 2024

Experience Grand Rapids is looking for a Social Media Intern to assist with the scheduling and monitoring of the EXGR social media channels and messaging platforms. The intern in this position will get real-world experience in what it takes to manage a robust social media presence. The Social Media Intern will also learn how to give and receive feedback, utilize project management software, schedule social content using scheduling software, and brainstorm ideas for new social content. This is a great position for those wanting to learn more about social media management for brands.

### Responsibilities:

*Include but are not limited to the following:*

- Writing and creating social content to support the marketing brand messages
- Creating graphics in Canva to support social media messages
- Scheduling content for our social channels and contributing to largescale social media content calendar
- Create and post Instagram reels and TikTok videos
- Monitoring of all social media channels
- Create social media toolkits for Experience GR partner use
- Assist with social media engagement and analytic reporting
- Attend marketing team meetings and provide input (as schedule allows)
- Attend area events and/or media previews as a representative of Experience GR
- Aid the Marketing Team as needed

### Company Culture:

Experience Grand Rapids (EXGR) is the destination marketing organization for Kent County and Grand Rapids, Michigan. As such, the organization promotes the fun attributes that make Kent County an exciting place to visit like craft beverages, arts & culture, outdoor recreation, food and more. Since EXGR is a promoter of awesome things to do, the company culture is diverse and inclusive, relaxed and friendly, while passionate and hard-working to reach the goal of filling the hotels and attractions with visitors and convention attendees.

### Supervisor Description:

The intern will work directly under a supervisor that has been with Experience Grand Rapids in a variety of roles for over ten years, is highly involved in community boards and committees, and holds a Master of Business Administration degree with an emphasis in Marketing.

On a day-to-day basis this intern will work with a manager who has been in the social media marketing world for 7 years. She's passionate about using Experience Grand Rapids' social channels to build community and highlight local businesses.

Additionally, the intern will work with a variety of experienced professionals on the Experience GR marketing team.

*Experience Grand Rapids is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.*



#### Desired Skill Set:

- Social Media Fiend – Has experience in managing business accounts in Facebook, Twitter, LinkedIn, Pinterest, Instagram, Instagram Reels, TikTok, YouTube, in-app messaging, etc.
- Impressive communicator- Above average written and verbal communication skills
- Marketing maven- Understanding of marketing, social media, branding, tourism, website & social analytics
- Passionate Grand Rapidian -Knowledgeable of the Grand Rapids area and what makes it a desirable destination
- Independent worker – Able to complete tasks with minimal supervision
- Creative creator – Has experience in graphic design, Canva knowledge a plus!
- Team Player- Happy to step up and help multiple team members with projects outside of their realm of familiarity
- Detail driven - Goes beyond surface level to thoroughly complete tasks and projects
- Task juggler- Take initiative and capable of managing multiple projects at once by being organized
- Customer Service fanatic- Dedicated to providing a genuine and helpful experience to anyone that needs assistance
- Fast learner- Ability to quickly understand position-specific programs

#### Time Requirements:

- Ability to work 20 hours per week.
- Hybrid position: remote + downtown Grand Rapids office (*fully remote is not an option at this time*)
- Possible evening/weekend on-call dates for some events and social monitoring.

#### Benefits:

- Paid internship
- Paid downtown parking provided for duration of internship
- Work environment conducive to learning, great experience!

**Please complete [this online application](#) to apply for the Social Media internship by 11:59 PM on March 22, 2023.**

**A resume is required to apply, cover letter optional.**

**View all of our job postings [here](#).**

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