

Social Media, PR, & Marketing Intern (Paid)

Hats & Ladders is located in NYC's Flatiron district, a hub of tech innovation. As the creators of one of the leading career exploration tools for young people ages 14-25, H&L is committed to providing meaningful work-based learning experiences—especially for youth who lack access to professional networks.

At any given time, Hats & Ladders employs 2-3 people under the age of 25 as interns or junior level employees, receiving training across all disciplines from implementation, to content creation, to engineering.

This position is virtual, so the candidate can be located anywhere.

This particular internship seeks a candidate with combined marketing and social media skills. The position will work with our social media lead to enhance company marketing and social media presence, including promoting brand-focused interactive and engaging content and expanding opportunities for revenue.

Social Media Marketing Job Duties:

- Assists with marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules
- Helps write, edit, and distribute social content for marketing, PR, and social media
- Researches social media implementation best practices and strategies
- Collects customer data and analyses interactions and visits
- Helps create progress to senior marketing management
- Assists research and monitor activity of company competitors
- Creates graphic content (edit photos, make infographics) to accompany newsletters, web page and blog content, or social media messages

Skills and Qualifications:

- Experience with Social Media platforms
- Marketing Knowledge
- Content Creation
- Copywriting
- Graphic Design
- Data Collection and Analysis
- Experience with Google and Microsoft productivity software (word processing, spreadsheets, presentations)

- Pristine organization skills
- Strong Verbal and Written Communication
- Excellent research skills (electronic databases, search engines)
- Attention to Detail
- Self-Motivated
- Creative Problem-Solving Skills

Interested candidates should email your resume and a cover letter to careers@hatsandladders.com