

## Rotary Plus Restaurants Group Internship Program Overview: Social Media Marketing Intern

At Plus Rotary Restaurant Group, we are excited to offer a dynamic and hands-on internship program for aspiring social media marketers. As a Social Media Marketing Intern, you will have the opportunity to dive into the world of digital marketing, specifically focusing on social media management, content creation, and personal brand building.

### Responsibilities:

1. **Account Management:** Assist in managing social media accounts across various platforms, including Facebook, Instagram, Twitter, and LinkedIn. Engage with followers, respond to comments and messages, and monitor brand mentions.
2. **Social Media Analysis:** Conduct regular analysis of social media performance, including reach, engagement, and audience demographics. Provide insights and recommendations for optimizing content strategies.
3. **Paid and Organic Reach:** Collaborate with the marketing team to develop and execute paid social media campaigns to increase brand visibility and engagement. Monitor and optimize ad performance to maximize results.
4. **Understanding Viral Trends:** Stay up-to-date with the latest social media trends, viral content, and emerging platforms. Identify opportunities to leverage trending topics and adapt strategies accordingly.
5. **Content Creation:** Assist in creating engaging and visually appealing social media content, including graphics, videos, and captions. Ensure consistency with brand guidelines and messaging.
6. **Personal Brand Building:** Develop your personal brand as a social media marketer by actively participating in industry discussions, sharing insights, and building a professional network.

### Expectations:

1. **Commitment:** Dedicate a minimum of 15 hours per week for the internship program, with flexibility to accommodate special projects and events.
2. **Proactivity:** Take initiative in researching and proposing creative ideas to enhance our social media presence. Be proactive in suggesting improvements and identifying areas for growth.
3. **Time Management:** Effectively manage tasks and meet deadlines in a fast-paced environment. Prioritize responsibilities and communicate any challenges or adjustments needed.
4. **Collaboration:** Work closely with the marketing team to align social media strategies with overall marketing objectives. Embrace a collaborative mindset and contribute ideas during team discussions.

5. **Adaptability:** Be open to learning new tools, platforms, and techniques in social media marketing. Embrace changes and adapt strategies based on audience insights and industry trends.
6. **Professionalism:** Represent Plus Rotary Restaurant Group with professionalism and maintain confidentiality when dealing with sensitive information. Uphold our brand values and guidelines in all social media activities.

This internship program will provide valuable real-world experience in social media marketing within the fast-paced restaurant industry. We aim to foster your growth as a social media professional while offering guidance and mentorship throughout the internship period.

We look forward to welcoming a motivated and enthusiastic Social Media Marketing Intern to the Plus Rotary Restaurant Group team. Together, we will create captivating digital experiences and drive the success of our brand.