



Experience Works! PLUS Internship Program | Available Internship

Please review the EWP Handbook for full program eligibility and application processes. The WFWIB funds internships at its discretion and reserves the right to screen worksite and individual intern applications to ensure program eligibility. We cannot guarantee an interview or internship offer if a student is referred to one of the following organizations. Program spots are limited and filled on a rolling basis.

Internship Job Title

Social Media & Marketing Intern

Location:

Ligonier, PA

Responsibilities:

- Content Creation & Curation: Assist in creating engaging and visually appealing content for social media platforms (Instagram, Facebook, Twitter, etc.)
- Social Media Management: Help monitor and manage daily posts, comments, messages, and interactions across all social media channels.
- Analytics & Reporting: Track and report social media performance and engagement metrics, providing insights on how to improve content and strategy.
- Community Engagement: Engage with followers and respond to comments, messages, and mentions to build strong relationships with the online community.
- Trend Research: Stay up to date with current social media trends and suggest new content ideas, formats, and strategies to increase engagement.
- Campaign Support: Assist in planning and executing social media campaigns, contests, and promotions.
- Brand Consistency: Ensure all content aligns with the company's brand voice, tone, and overall marketing strategy.

Critical Skills:

- Familiarity with social media analytics tools (Google Analytics, Hootsuite, Sprout Social, etc.).
- Basic knowledge of SEO and digital marketing.