

**SOCIAL MEDIA MARKETING INTERNSHIP - 2015**

**Job Description**

**Position Title:** Social Media Marketing Intern

**Department:** Marketing and Communications

**Reports To:** Director of Marketing

**Employee Status:** Summer intern, part time, temporary

**CMBG Mission:** Coastal Maine Botanical Gardens is committed to the protection, preservation, and enhancement of the botanical heritage of coastal Maine for people of all ages through horticulture, education, and research.

**Internship Mission:** Prepare college students to enter the field of business marketing by providing an understanding of strategic planning, program development, collaborative integration, and marketing assessment. This is an opportunity to learn and apply relevant marketing skills in a fast-paced environment.

**Academic/Experiential-Learning Nexus:**

Social Media; Marketing; Assessment; Communications

**Overview**

Coastal Maine Botanical Gardens, on 270 spectacular shorefront acres in the midcoast town of Boothbay, is one of the nation’s newest, loveliest, and most dynamic public gardens. The Gardens officially opened to the public in 2007. In 2014, we welcomed more than 100,000 guests, nearly triple those in our first year. In April of 2013 TripAdvisor named Coastal Maine Botanical Gardens the #1 public garden in the United States.

The Marketing and Communications Department is charged with protecting the CMBG brand, building awareness of the brand and generating traffic through the door.

**Position Summary**

The Social Media Marketing Intern will assist with our social media marketing efforts. The intern will learn about administrative aspects of the Gardens and how to make social media a productive part of our overall marketing efforts.

The intern must be able to think strategically and see how social media fits into a business’ marketing strategy, and builds long-lasting relationships by providing value. Interns must be able to assist in formulating social media plans, and then carry them out (with guidance). The intern will be responsible for measuring and documenting the impact of social media, and then suggest action-steps to increase impact.

The intern will be performing the following tasks:

* Creating/updating profiles and pages (Facebook, Instagram, Twitter, Pinterest, YouTube, etc.)
* Uploading videos, photo albums, etc.
* Finding users to follow/friend/like our business
* Writing and posting updates/tweets, etc.
* Tracking the growth and the impact of social media on our business
* Replying to comments, messages, etc. in collaboration with the Marketing Content Coordinator and the Director of Marketing
* Report findings to the marketing team
* Consistently learn and grow, ask pertinent questions

**Qualifications:**

The successful candidate must have an interest in marketing; solid organizational skills; computer skills; an ability to work well with different personalities; and an interest in learning more about the Coastal Maine Botanical Gardens environment. Candidates are expected to have experience with social media on (at least) a personal level but use on a business level is preferred.

Minor photo and video editing skills are a plus.

**Schedule:**

This is weekday on-site internship. Business hours are 9-5 but we will work with the candidate to build a daily schedule that suits both the intern and the organization. This position begins in May and continues through August 28, 2015.

**Send Resume to:**

Kris Folsom, Coastal Maine Botanical Gardens, P.O. Box 234, Boothbay, Maine 04537; or email Kris at kfolsom@mainegardens.org