



Social Media Intern

About DMA Solutions

DMA Solutions, Inc. is a specialized marketing agency in the fresh produce industry on a mission to inspire demand of fresh fruits and vegetables one creative idea at a time.

As integrated members of our clients' teams, we work to set and achieve goals that we support with measurable marketing strategies to reach both consumer and trade audiences. Additionally, we work with marketers seeking a reliable and experienced resource to help execute time sensitive projects, a typical occurrence in our perishable space.

In a nutshell, we provide a full spectrum of marketing services to help fresh produce marketers create and implement marketing initiatives.

Position Overview

We are currently seeking a Social Media Intern that is eager to explore ways that fresh produce brands are using social media to connect and inspire consuming and buying audiences through daily engagement with consumers and buying audiences on various social media channels.

Key Responsibilities Include:

- Work within cross-functional teams to develop and support marketing and communications plans that leverage the social media space;
- Craft content for specific DMA client's social media channels. This could include creating blog posts, tweets, status updates, pins, photos and videos;
- Interact proactively with the DMA Solutions team members and communicate accurately to and with online communities across all platforms on behalf of the company and clients;
- Leverage measurement tools to provide progress reports and insights, while continually finding ways to improve on those metrics;
- Copywriting both in a social instant and for planned content strategies that stimulates a conversation and invites engagement;
- Engage in professional on-the-spot communication skills with team members and social audiences;
- Adapt content specifically for each brand and social network so that it yields more clicks and leads;
- Analyze data, and draw actionable insights; including macro data -- like overall reach, leads generated, leads nurtured, customer cases supported -- all the way down to micro data, like individual experiments around content positioning;
- Engage in social listening to both audiences and industry influencers with the ability to respond and inspire in an effective way and according to the client's brand and voice standards;
- Communicate new ideas to the social media team and showcase leadership by putting new ideas and practices into motion;
- Support the social team in the creation of monthly reports and offering insights relative to your social media activities.



Knowledge, Skills and Abilities needed to succeed:

- Working knowledge and real-world experience in planning, managing and executing social media initiatives;
- Excellent communication skills and reputation displayed both via social media and when speaking to team members and clients;
- Ability to showcase successful track record and experience with social media platforms, including, but not limited to Facebook, Pinterest, Twitter and Instagram (additional social platforms is a bonus);
- Working knowledge of Hootsuite (experience using on a daily basis is a bonus);
- Proficient and accurate in writing, editing and crafting content for the social media space;
- Ability to understand various needs of target audiences and adapt voice/message accordingly;
- Understanding of the importance that social media plays in developing a well-rounded marketing campaign and approach on social media;
- Evolving knowledge of social media current best practices and quick adoption of DMA's social media production processes;
- Comfortable working in an evolving organization where change is inevitable on a regular basis;
- Display a curiosity about social media, marketing agency work and the fresh produce industry;
- Possesses a positive, can-do attitude that inspires DMA team members, social media target audiences and clients.

Hourly Rate: \$10-\$12/hour

Please send resume along with appropriate work samples, links and information for reference to Megan Zweig, mzweig@dma-solutions.com.