



SAN DIEGO MOMSSM

[San Diego Moms](#) is the county's premier lifestyle and parenting resource by moms for moms. We are passionate about parenting and strive to bring relevant content, introduce local businesses, and empower mothers at every stage of motherhood.

Virtual Events and Marketing Intern

Job Description: We are looking for a highly motivated Virtual Events and Marketing Intern to hit the ground running on our team! This role will work closely with the San Diego Moms owner and Virtual Events and Marketing Manager to fulfill and execute all marketing and event plans.

Marketing / Administrative responsibilities include, but are not limited to the following:

- Assume lead responsibility for all SDM marketing efforts, including and especially social media
- Assist in the development of SDM Marketing Strategy and Social Calendar for each year, setting overall and platform specific goals with the owner
- Assist in social media promotion for all sponsors leading up to and at events with direction from the Event Director
- Utilize online and offline sources to develop new marketing strategies and ideas
- Share “professional development” in the team Facebook group (helpful posts, webinars and resources)
- Assist in production the SDM weekly email newsletter, including all relevant content, promotions, events, and guides
- Produce and send out special edition newsletters as requested
- Schedule Facebook posts, recycling old SDM content and high quality organic content
- Interact with local businesses on Facebook as SDM (at least once per week)
- Proactively share daily and archived content via tags and Link in Feature on Instagram
- Schedule content on social for sponsors, including their events, sales, campaigns AND sponsored posts
- Share archived posts on both Facebook (i.e. ensuring brands are aware of relevant content) and Instagram
- Brainstorm new ideas for SDM presence on Instagram, Twitter, Facebook and Pinterest, particularly as it relates to ways to engage brands

- On a weekly basis, provide images, content and link to the Community Involvement Manager to be shared in the Neighborhood Groups. (TBD)
- Brainstorm new ideas for SDM community engagement strategy and approach; propose new ways SDM can engage its community members online and off
- Post/content editing and creation

Event Coordinator responsibilities include, but are not limited to the following:

- Conducts short - and long-term planning and management for events and sales
- Recommends, develops, and implements effective marketing plans for generating event revenues
- Leads to build long-term, value-based customer relationships that enable achievement of sales objectives
- Administers all phases of the Event Department, including but not limited to sales, planning, marketing, servicing, and administrative procedures.

Qualifications

- Impeccable attention to detail
- Ability to communicate clearly and concisely (written and verbal)
- Currently enrolled in school or interested in a marketing and/or events management position
- Ability to meet deadlines and follow through on commitments
- 4-6 hours per week time commitment

Software / Program experience: Microsoft office, canva, photoshop (not mandatory), wordpress, mail chimp.

Compensation: Commission opportunities are available and eligible for formal course credits (varies based on your school).