



## **Social Media Marketing Intern**

\$14/hour; Summer/Fall Intern, available to start ASAP (no later than Sept 1, 2019)

### **Job description:**

The Social Media Marketing Intern will be a member of the marketing team, reporting to the Social Media Marketing & Communications Manager (SMMCM), and will assist in developing, posting, monitoring and responding to social media content across networks and brands for the Farmers Restaurant Group. The successful individual will focus on brand awareness, engagement and community growth on Facebook, Instagram, Twitter and Google.

### **Core Responsibilities:**

- Work with our SMMCM and Photographer/Videographer to research and create compelling content for social media, for multiple brands and locations.
- Develop, publish and monitor posts across Facebook, Instagram, Twitter and Google.
- Respond to comments as necessary and engage with social networks.
- Develop content on a daily, weekly and monthly basis by network – using Sprout Social to schedule content with approval prior to posting by SMMCM.
- Use SproutSocial to monitor analytics and engagement and assist with monthly reporting to the rest of the marketing team

### **Desired Skills & Experiences:**

- Working toward a business and/or communications bachelor's degree from an accredited college or university
- In-depth working knowledge of Facebook, Twitter, Instagram, and Google
- Excellent writing and editing skills; experience with blog writing is a plus
- Community engagement experience and background supporting social media platforms
- Organized and detail-oriented and possess a can-do attitude
- Enjoy working both collaboratively and independently
- Practices superior time management
- Has excellent customer service skills as review response is part of this role

### **Requirements:**

- Can commit to ~15-20hrs a week; schedule flexible but to be determined prior to start date
- Occasional weekends/evenings may be required pending event needs.
- Ability to travel to FRG Office (10605 Concord St Suite 201, Kensington, MD 20895) & DMV FRG locations

### **TO APPLY:**

Email a cover letter and resume to Emily Hough ([ehough@frg.farm](mailto:ehough@frg.farm)). Please also include 2-3 sample Instagram posts for any of the Farmers Restaurant Group brands. If applying from within the FRG restaurants, please seek endorsement from your GM/MP prior to applying and include endorsement with application.

Farmers Restaurant Group is a collection of seven restaurants in the DC, Maryland, Virginia, and Pennsylvania region. The values of the American family farmer are at the heart of all we do. Like the more than 47,000 family farmers who work hard and operate with a genuine concern for our land and our community. We believe that everyone should be able to enjoy high-quality food that is delicious, and grown with care.

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FARMERS & DISTILLERS • FOUNDING SPIRITS**

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