



Intern Applicant Information

Moms On The Run LLC of the Twin Cities is a national program that exists to bring fitness, fun & friendship to the lives of busy women through learn-to-run and intermediate running and fitness classes. We are currently searching for a marketing intern to help us manage some of our social media pages. Learn more about our company at www.momsontherun.com

Qualified Applicants must have the following:

Strong interest in marketing with an emphasis on the use of social media applications; high interest in women's health and fitness preferred

Basic photo editing experience preferred, including inserting graphics and text onto images

Educational background in marketing or social media communications: Recently completed or in-progress degree in marketing, communication, or like subject. Students currently pursuing degree should be in the final year of their degree program.

Social Media experience: Applicant should have experience with Facebook, Twitter, Pinterest, LinkedIn and Instagram, or the willingness to learn any platforms not currently familiar with.

Social Media knowledge: Skills in the areas of maximizing post exposure and understanding legal concepts related to trademark and copyright are desired. Applicant should be interested in pursuing knowledge about ideal timing and content, and familiar with image tagging and hashtags.

Internship Position Responsibilities:

Maintaining specific social media accounts for corporate franchise units (Facebook and Instagram) and as negotiated, corporate accounts for Twitter, Pinterest and LinkedIn

Researching content, creating original posts, distribution through the applicable networks within the framework of the company's marketing plan in cooperation with our marketing coordinator

Checking social media accounts for communication at least once per business day and answering basic questions that come in, forwarding to MOTR staff as necessary, and fostering active engagement through customer interaction on the pages

Tracking post effectiveness through the metrics provided by each social media platform and tracking overall marketing effectiveness through Google Analytics (this can be taught)

Preparing communications to help other MOTR staff make the most out of social media outreach

Rate of Pay and Hours Required:

Intern will work as an independent contractor and be paid \$12 an hour. Hours are very flexible and negotiable, but we are looking for about 5-8 hours a week. This is negotiable with skills and experience.

Applicant instructions:

Please submit your resume and a cover letter summarizing your experience and interest to Karissa@MomsOnTheRun.com