

Paid internship NOW with the potential to be hired full-time after graduation!

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Paid Part-Time Position



Social Media and Marketing internship

Spring 2025: 20 hours/week

Apply today using the QR Code for the UWF Talent Catalyst's part-time paid positions. They are designed to provide hands-on, project-based experience while receiving mentoring and essential soft skills training.

If you are a **fulltime student in marketing, communications, business, English or journalism** and are interested in the Marketing and Communications Writing Assistant position we encourage you to apply for this internship.

Juniors and Seniors students preferred!



The UWF Talent Catalyst program combines work experience, classes, mentoring, and essential professional soft skills development.

Email: workforcedevelopment@uwf.edu



Global Connections to Employment

Job Description: Social Media and Marketing Intern

Summary:

The Social Media and Marketing Intern is responsible for creating, producing, and executing internal and external communication projects that align with strategic goals. This role includes content development, social media management, and engagement with key audiences to enhance brand awareness and community engagement. The intern will monitor social media trends and competitor activity to identify new opportunities and best practices. Additionally, they will collaborate with the marketing team to ensure alignment between social media strategies and overall marketing goals, while also assisting in influencer marketing efforts and campaign tracking. Flexibility, accuracy, and timeliness are key components of success in this role.

Key Responsibilities:

- Develop and execute compelling content for internal and external communications.
- Research, write, edit, and distribute materials such as newsletters, articles, press releases, and marketing collateral.
- Create engaging, on-brand social media content, including captions, visuals, and short-form videos.
- Monitor and manage social media profiles (Facebook, Instagram, LinkedIn, Twitter, TikTok), ensuring timely responses and audience engagement.
- Track social media performance and assist in preparing reports on key metrics.
- Assist in influencer outreach, campaign tracking, and strategic marketing initiatives.
- Stay up to date with social media trends, best practices, and emerging platforms.
- Utilize project management tools to track deadlines and deliverables.

Qualifications:

- Full-time UWF junior or senior pursuing a degree in Marketing, Communications, Business, or a related field.
- Strong writing, grammar, and interpersonal communication skills.
- Ability to manage multiple projects independently and effectively.
- Familiarity with social media platforms and basic graphic design tools (Canva, Adobe Creative Suite preferred).
- Passion for social media marketing and digital trends.

Essential Functions:

- Support organizational strategy through clear, targeted messaging.
- Collaborate with internal teams and stakeholders to align communication efforts.
- Ensure consistency in branding and messaging across all communication channels.

GCE Mission, Vision & Values:

- Uphold and promote GCE's mission, vision, and values in all responsibilities.
- Adhere to organizational policies and serve as a positive representative of GCE, Inc.

This role offers hands-on experience in digital marketing, content creation, and strategic communication while working within a dynamic and collaborative team environment.