

# + Social Media/Marketing Management Intern



## + Who We Are

We are a WV based small business founded and owned by WVU graduates providing developmental support and early childhood education to parents and professionals focusing on the importance of play. Our owners are a pediatric speech language pathologist and a physical therapist who continue to practice and are seeking support for social media/marketing management to grow our business and increase sales of our product 1-2-3 Just Play With Me.

## + What We Are Looking For

- Highly organized and self motivated AD/PR or Journalism student with an interest in taking leadership and initiative to grow develop our brand and grow our business while building your resume at the same time with data driven sales results over a specific time period.
- Develop a monthly content calendar.
  - Taking rough content provided by owners and creating 3-4 posts per week (Instagram, Facebook, Tik Tok).
- Create and grow a Tik Tok business account.
- Market research to find influencers in our industry to potentially partner with.
- Consulting with owners on recommended strategies.
- Tracking SEO results and growth/sales trends and reporting back to owners in an end of month report.

## + Education and Experience

- Current WVU Ad/PR or Journalism student

## + Compensation

- Compensation is **commission based** for a 6 month term (with the potential to increase at the end of the period) from December 2023-May 2024.
- Chosen candidate will receive 4.5% of all gross sales of our product (\$2.00/sale). Our goal is to sell a minimum of 1000 units in the 6 month period (with a potential earning of \$2,000 total over the 6 month term).
- At this rate, it is expected that the candidate will spend an average of 6 hours per week on the project (at an average but time is flexible based on schedules and preferences and open to discussion).

- If shared sales goal is met, the hourly rate will average \$12.80/hr with the potential for more if greater than 1,000 units are sold.

+ Working Conditions

Working Conditions	Details
Hours of work	Part time. Flexible hours. Content calendars will be due by the first week of the month.
Work environment	Remote
Travel requirements	None
Other responsibilities	Ongoing communication with owners through text, calls, emails regarding content, progress, questions, and needs to support success

To apply please send a resume and cover letter to  
milestonesandmiracles@gmail.com