

THE ROLE

The student internship program is a virtual learning and mentorship experience at Lotus Marketing. This is an unpaid internship for school credit (must be able to receive credit for the internship). The candidate knows the marketing and social basics but is eager to jump start their career & is planning ahead for their future. The student program provides an integrated learning & training experience and allows the student to be immersed in the fast-paced industry that is marketing/social media through interaction with staff and clients. A student will dig into the basics and beginnings of hotel marketing and social media. Exposure to marketing strategy, execution and social strategy, research, influencer relations, client brainstorming, community management, and learning to collaborate & network with professional individuals. This experience requires reliability and a passion for travel, hospitality, lifestyle and trends.

MARKETING

- Assist in research on upcoming trends, articles & social media relating to the hotel marketing industry & clients
- Assist with caption writing or website content copywriting.
- Assist in development of client agenda and strategy call recaps
- Assist with client marketing budget reconciliation and forecasting.
- Learn and demonstrate basic understanding of marketing planning.
- Participate in team calls and brainstorming calls
- Assist with creative requests using Accelo Tickets
- Learn and navigate client systems and tools

SOCIAL MEDIA

- Learn and gain a basic understanding of platforms such as HeyOrca, Sprout, FB Business Suite, Canva, and apps for content calendar monitoring & editing.
- Comfortability navigating Instagram natively for the purposes of, but not limited to, IG Stories, Collaboration Posts, Carousel Posts, Proactive community engagement.
- Provide administrative assistance (research, reporting)
- Research and pull imagery requests and photo needs, content calendar requests, and influencer relations information
- Research models/influencers for content shoots
- Assist with the digital filing of visual assets for each client
- Source UGC for mockups during the social media onboarding process
- Ability to perform other tasks or projects assigned by manager and account team members

PROFESSIONAL GROWTH

- Learn time management tip + tricks
- Gain front row access to marketing and social strategy
- Learn to collaborate & network with teams/professional individuals
- Build portfolio & resume
- Perfect your communication skills (industry emails/phone skills)

EXPERIENCE

- College student with a concentration in Hospitality Management, Marketing, Digital Marketing, Social Media or similar study
- Previous intern experience is beneficial but not required

REQUIREMENTS

- Proficiency in computer programs: Word, PowerPoint and Excel in a Microsoft Windows environment, Google Drive (Docs, Sheets, Slides).
- Proficiency in Adobe Suite preferred but not required.
- Self-starter, ability to work independently in a virtual environment if applicable
- Strong oral and written communication skills
- Strong interpersonal skills
- Strong organizational skills
- Must be able to identify and resolve problems in a timely manner
- Social media knowledge
- Presentation skills
- Must be able to commit to a weekly schedule (maximum of 24 hours per week)
- Option to receive school credit
- Applicants for employment in the U.S. must possess work authorization which does not require sponsorship by the employer for a visa.