



## **2012 - 2013 Fall/Spring Social Media Coordinator Internship Description:**

### **Description:**

Stormwater USA is looking for an intern with strong knowledge and understanding of the digital media landscape, including various social media websites. Our company is currently in the midst of multiple course builds for state entities and will be requiring a heavy marketing and advertising campaign on all major social media platforms. The intern hired for this position will need strong critical thinking ability and concise writing skills to market and share our product launches, team events and appearances as well as the latest industry news. Our vibrant and passionate team is very excited to work with an intern hoping to gain great experience within an e-learning educational institution.

### **Responsibilities:**

- Integrate all Stormwater USA content on social media platforms
- Monitor and post weekly written pieces and news links on our blog and eCampus forums
- Integrate online outreach and promotion of Stormwater USA courses using Facebook, LinkedIn Groups, Twitter, YouTube, Flickr, Scoop It and more
- Update website to parallel social media platforms and search engine optimization (SEO) and integration with our third party affiliate (deviateMedia)
- Keyword understanding and analysis
- Copywriting for e-newsletters and marketing materials

### **Requirements and Qualifications:**

- Self-starter able to work well without heavy direction
- Strong oral and written communication skills
- Strong organizational skills and attention to detail
- Strong computer skills (Microsoft Suite proficiency required)
- Previous online or social marketing experience strongly preferred

**Desired Majors:**

Environmental and Civil Engineering; Marketing; Business Administration; Graphic Design; Communication; Advertising; and Entrepreneurial Studies

**Time Commitment:**

Approximately 20 hours a week for 8 weeks (fall/spring semester)

**Compensation:**

\*Credit-bearing: must be able to earn credit through the College and/or University\* Stormwater USA will complete any paperwork required by the intern's school or internship program and/or provide a letter of recommendation for candidates that complete their assigned responsibilities professionally and successfully.

**Deadline for Submission:**

December 1, 2012

**Starting Date:**

February 1, 2013 - April 15, 2013

**To Apply:**

Submit a cover letter and resume via email to:

[admin@stormwaterusa.com](mailto:admin@stormwaterusa.com)

[msteele@stormwaterusa.com](mailto:msteele@stormwaterusa.com)

**Or Mail To:**

Attn: Internship Program  
Stormwater USA  
290 Pratt St #10  
Meriden, CT 06450