

Snapping.com Internship Position Description

Social Media Internship

Supervisor's Title:	Internship Coordinator & President & CEO
Compensation:	Unpaid Internship • Eligible for Formal College or University Credit
Updated:	August 2016 • Internship available Fall, Spring and Summer Terms

Our Company Internship Policy

Snapping offers internships to a select number of students each year as a unique learning opportunity under the direct supervision of trained professionals. As such, our internships are **unpaid, and are eligible for school credit**. Students participating in our unpaid internship program will receive training from Snapping, LLC (the "Company") that's similar to that which would be given in an educational environment. This experience will be for the benefit of the Intern and the Intern will work under close supervision of existing Company staff. The Intern is *not* entitled to a position with the Company at the end of the internship. The Intern will receive *no wages* for this program and serves the Company in a training and learning capacity *only*. The Company provides the Intern opportunities for the express benefit of work experience and training in specialized skills and does not derive immediate advantage from the activities performed by the Intern. These opportunities do not displace regular employees.

Summary Job Description

Do you have a passion for the web? Do you think you have a handle on the latest hashtags trending on Twitter and Instagram? Or the fastest growing changes with Facebook pages? Do you know the appropriate time and place to use LinkedIn? Do you understand how a brand successfully utilizes Pinterest? Social media changes faster than you can say "download" and having a firm grasp of when, how and why to utilize various channels can be tricky. This position will allow the intern to vastly expand their social media skills by creating and managing a sophisticated social media plan, tracking various metrics and developing comprehensive reports and summaries.

The **Social Media Intern** will be responsible for creating and managing social media content for sites such as Facebook, Twitter, Instagram, Tumblr, LinkedIn, Google+ and Pinterest and will perform other similar learning-related activities. The internship program can be adjusted to meet the intern's schedule requirements, but is typically best suited for students who have **20 – 40 hours per week** to commit to their internship studies. Candidates with a strong background or degree program in marketing, communications, English, public relations, writing or digital media are preferred. Candidates completing an internship course for credit are preferred.

Company Description

[Snapping](#) helps people find places to have parties and the pros to help them plan them. Founded in 2011, this Midwest-based tech company provides an online service creating conversations and community surrounding the event experience and is actively used in the Indiana, Ohio and Kentucky markets.

The comprehensive web application is capable of starting the research process for anyone who is planning an event—be that a birthday party, corporate meeting, wedding function or non-profit gala. It was designed with consumers in mind, so that it not only helped people with the process of planning, but also focused on helping planners and venues meet more consumers who expressed interest in their services and facilities.

Through extensive market research, Snapping isolated the set of experiences that mattered most to users—easy functionality, comprehensive listings, easy comparison tools, quick methods to contact providers and dedicated research materials to help provide advice for a variety of event types. Snapping houses these tools for quick, efficient and cost-effective event planning. Perfect events can now be a reality for anyone at any time. It's Events. In a Snap!



Position Purpose

The **Social Media Intern**, will receive training from the Company that's similar to training which would be given in an educational environment. This experience will be for the benefit of the Intern and the Intern will work under close supervision of existing Company staff. The Intern is not entitled to a position with the Company at the end of the internship. The intern will receive no wages for this program and serves the Company in an educational / training capacity.

The Intern will personally deliver specific projects and tasks as requested by the Company in an effective and efficient manner for educational purposes. Projects may change regularly, but would typically include those listed on the specific Intern Job Description and other similar learning-related activities. The Intern is responsible for tracking their own projects if required to do so for an educational program, but is not required to on behalf of the Company. The Intern is responsible for setting his or her own schedule with the Company and communicating project status updates to the Company. The Intern may choose his or her work location and will meet regularly with the Company and its representatives in order to complete assigned projects and tasks. For all practical purposes, the Intern functions as training and learning capacity of the Company and is treated as such.

Position Essential Functions & Responsibilities

To be successful in this role, an individual must be able to perform in a satisfactory manner the functions listed below. We will make reasonable accommodations to enable individuals with disabilities to perform these functions. Other duties may be requested and ultimately accepted by the Intern.

Computer Access & Skills

- Has access to a **personal laptop computer** and related equipment with Microsoft Office products and an Internet connection as well a strong working knowledge about how to utilize these products and tools
- Has access to a **data-enabled personal mobile phone** for digital media tools and applications
- Demonstrates the ability to utilize the computer independently and regularly complete projects and tasks via computer

Project Management, Support, Analytics & Problem-Solving Skills

- Knowledgeable/Competent Project Manager
- Provides comprehensive project management solutions in his or her areas of expertise
- Cross-trains on projects to continue to build and enhance his or her project management capabilities
- Follows all project or task processes, including the quality review process
- Assists with marketing and sales projects, which may include planning and coordinating presentations, disseminating information, and participating in Company events
- Reviews project requirements and makes strong analytical decisions about how the project should be addressed, missing information or instruction and estimated timeline for completion
- Demonstrates a high ability to problem solve independently, noting important details and corrective measures necessary to complete assigned projects

Written & Verbal Skills

- Carefully composes and edits written communications
- Keeps written errors to a minimum
- Adapts written text as needed for project work and copy writing assignments
- Communicates thoughtfully with others both in person and via telephone, Screenshare and Slack discussions
- Communicates clearly for all conversations
- Answers questions carefully or seeks additional information as needed

Efficiency

- Regularly manages project assumptions and project plans and communicates regularly with the Company when requests are outside of scope
- Proactively identifies changes in work scope and ensures appropriate planning measures are taken with Company to reassess, renegotiate, and amend the project scope



Qualification Requirements

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform each essential function satisfactorily. We will make reasonable accommodations to enable individuals with disabilities to perform the essential functions.

Education or Experience

- Working toward obtaining a Bachelor's degree in a field such as marketing, communications, English, public relations, writing or digital media or a comparable discipline is required
- Related course work in the areas of marketing, communications, English, public relations, writing or digital media or another similar program is required; experience in one or more of these programs is preferred; internship course registration is preferred, but not required
- Related training is preferred, but not required
- Related volunteer experience is preferred, but not required

Language Skills

- Excellent ability to read, analyze, and interpret general business documents and Internet materials
- Must have a high level of interpersonal skills
- Must be able to interact and communicate with individuals at all levels of an organization
- Excellent ability to write reports, business correspondence, and project documentation
- Excellent ability to present information and respond to questions from the Company

Reasoning Ability

- Excellent ability to solve practical problems and deal with a variety of concrete variables in situations where instruction or oversight may be limited
- Excellent ability to interpret a variety of instructions and project materials furnished in written, oral, diagram, or schedule form
- Excellent analytical skills

Mathematical Skills

- Above average ability to work with mathematical concepts such as probability, statistics and financial calculations
- Above average ability to apply concepts such as fractions, percentages, ratios and proportions

Technical & Computer Skills

- Strong working knowledge of Microsoft Office including Word, Excel and PowerPoint
- Strong working knowledge of Internet tools, websites and other search-related functions
- Above average ability to design presentation materials and other documents

Other Skills & Abilities

- Above average problem-solving skills to resolve disputes or conflicting information
- Ability to pay continual attention to detail in composing, typing, and proofing materials; ability to correct materials
- Excellent ability to establish priorities and meet deadlines and Company expectations
- Ability to set goals and objectives; ability to self-monitor the goals and objectives and exceed them
- Proven ability to plan, organize and manage simultaneous projects or tasks
- Ability to work well independently under close supervision or within a team environment upon occasion
- Ability to determine several approaches to a problem or situation and effectively package and communicate solutions
- Proven ability to think creatively and uncover new alternatives to meet expanding and changing business demands
- Effective interpersonal, listening and presentation skills
- Proven intuitive ability (i.e., ability to sense issues or opportunities, ask the right questions, and obtain additional information)
- Ability to adapt to surroundings

Physical Demands

The physical demands described here are representative of those that an individual must meet in order to successfully perform the essential functions. We will make reasonable accommodations to enable individuals with disabilities to perform the essential functions.

- This position requires the ability to sit and stand for long periods of time, as well as to be mobile on a regular basis
- This position requires the ability to move within/between offices and work locations
- This position requires the ability to review items closely
- This position requires pushing, pulling, lifting, moving, and/or carrying up to 25 pounds
- This position requires hand and finger dexterity
- This position requires exposure on an infrequent basis to inclement weather conditions

Work Environment

The work environment characteristics described here are representative of those an individual may encounter while performing the essential functions of this position. We will make reasonable accommodations to enable individuals with disabilities to perform the essential functions.

- The work environment is fast-paced and deadline-oriented
- Frequent use of a personally-supplied computer is required
- Working independently with close supervision is required
- Working and interacting with Company employees is required via phone, Skype, Slack, Screenshot and similar tools

