

Marketing/Social Media Intern

Job Summary:

As a Marketing and Social Media Intern, you will support the marketing team in various activities, including social media management, content creation, and data analysis. You will be responsible for creating engaging social media content, executing marketing campaigns, and analyzing performance metrics.

About the Company:

Flint and Port Hat Company is a fast-growing experiential retailer and maker of high end felt and straw hats. Based in Bainbridge, Georgia, in the heart of the Southeastern United States, we build hats for the outdoor adventurer and outdoor fashion enthusiast alike.

Our design ethos is centered around the Southeastern United States' rich outdoor cultural tradition. We have a fundamental commitment to the environment and practice conservation through craftsmanship—focusing on stateside small batch manufacturing that minimizes waste and produces the highest quality hats that will last a few lifetimes.

Our approach to business is simple and deeply rooted in Southern Hospitality; be the best stewards of our:

- ***Relationships*** with our team members and customers
- ***Resources*** with the environment and the natural resources it provides

Responsibilities:

1. Assist in the management of the company's social media accounts, including Facebook, Twitter, Instagram, and Tik Tok.
2. Create and publish social media content that is engaging, on-brand, and optimized for each platform.
3. Monitor social media channels and respond to customer inquiries and comments in a timely and professional manner.
4. Assist in the development and execution of marketing campaigns across various channels, including email marketing, paid advertising, and social media.

5. Conduct market research and competitor analysis to inform marketing strategies.
6. Analyze marketing campaign performance data and create reports that track key performance metrics.
7. Assist in the creation of marketing materials, including blog posts, whitepapers, and infographics.
8. Attend meetings and brainstorm sessions with the marketing team to generate new ideas and strategies.
9. Perform other duties as assigned.

Requirements:

1. Currently pursuing or recently graduated with a degree in Marketing, Communications, or a related field.
2. Strong written and verbal communication skills.
3. Excellent attention to detail.
4. Proficient in social media platforms and tools, such as Hootsuite, Canva, and Sprout Social.
5. Familiarity with email marketing and marketing automation tools, such as Mailchimp and HubSpot.
6. Basic knowledge of marketing concepts and principles.
7. Strong analytical skills and ability to interpret data.
8. Ability to work independently and as part of a team.
9. Positive attitude and willingness to learn and take on new challenges.

This is an unpaid internship that can be done mostly remotely or in person, depending on the company's needs and location. The internship duration will be 3 months, with the possibility of extension based on performance and availability.

If you are passionate about providing exceptional customer service and creating a positive customer experience– we encourage you to apply for this exciting opportunity to join our team by submitting your resume and cover letter to info@flintandportco.com.