



HORSESHOE MEDIA - DIGITAL & SOCIAL MEDIA MARKETING INTERNSHIP PROGRAM

Horseshoe Media is a digital agency providing services in entertainment marketing, talent management, brand development, and film production. We are seeking highly motivated and skilled interns to learn from and grow with our team of social media experts. The ideal candidate will be a self-starter with the desire to learn and think critically about effective social and digital strategies in a fast-paced environment. The ideal candidate will have an eye for graphic design, experience with content creation, as well as the curiosity to apply theories and strategies across digital accounts in various industries including Music, Film, TV, and Talent.

JOB SUMMARY

- Support with content creation, platform management, asset procurement, data compilation, and other supportive tasks.
- Work closely with their Manager 2 – 3 days a week for 6 – 8 hours depending on the student's schedule. Night/Weekend/Remote work available.

KEY RESPONSIBILITIES

- Assist with curating assets, writing copy and determining the editorial priorities for Horseshoe Media clients, brands, and projects.
- Curate and tag all appropriate social media handles within posts.
- Work closely with their Manager to help create and gather creative assets, topical information and links, as well as help execute social media specific stunts such as live coverage of events.
- Lend support to creating calendars, content, and analytic reports for clients and brands.
- Track trends and create new social media strategies for clients and brands.
- Writing social copy and blogs.

PREFERRED EXPERIENCE

- Past internship or entry-level experience at or with music labels, artist management companies, or entertainment agencies.
- Experience conceptualizing and creating content for social media marketing purposes.
- Extensive personal use of all social media platforms.

REQUIRED SKILLS & ABILITIES

- Previous digital marketing experience (personal use okay)
- Experience with photo and video editing software (Photoshop, Final Cut Pro, etc.)
- Multi-task oriented, strong organizational skills, excellent follow-through and attention to detail.
- Comfortable performing in a fast-paced environment handling several ongoing tasks.
- Clear communicator and team player.
- Demonstrated interest in technology and comfort level working with technology-based tools and applications.

STUDENT MUST BE RECEIVING COURSE CREDIT – THIS IS AN UNPAID INTERNSHIP
EMAIL RESUME AND COVER LETTER TO INFO@HORSESHOEMEDIA.NET