

HMS Insurance Associates, Inc.

Job Description

Title: Digital Media Intern

Reports to:

Description of Responsibilities:

HMS is looking for a digital media intern to join our team. The candidate will possess a strong knowledge of the digital media landscape, including various social media sites. The intern will work to strategize craft and assist in expanding content for all social media platforms. This role will be instrumental in increasing our social media presence and gaining visibility for our brand among clients, prospects, job candidates and businesses in the community.

Key Duties & Accountabilities:

- Work with staff to develop and understand digital marketing strategies that will meet client objectives.
- Help company expand and enhance its web and social media presence.
- Analyze reports to create insights that will help drive digital marketing content strategies.
- Work with internal staff to ensure company profiles are accurate and up-to date.
- Posting updates to the Company social media accounts (under supervision from a manager).
- Review company website and assist in any content changes
- Build Facebook 'likes' by approaching potential clients and candidates through other social media channels and email marketing campaigns.
- Assist in tracking social media analytics on a monthly basis.
- Other task as assigned.

Qualifications:

- 1) Familiarity with key social media tools (e.g. Twitter and Facebook) and with Microsoft Office products
- 2) Excellent verbal and written communication skills.
- 3) Attention to detail and a high motivation to learn
- 4) Proactive, service-focused attitude towards clients and the staff you support
- 5) Ability to prioritize and complete tasks with minimal supervision
- 6) The ability to work collaboratively with a team
- 7) Detail oriented to ensure accuracy
- 8) Excellent listening skills