



Education Under Construction Consulting
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Job Title: Social Media Representative - Intern
Department: Marketing

About Our Company

Education Under Construction Consulting (EUC²) is a new consulting firm in the education industry. EUC² is committed to partnering with stakeholders in the education system by enhancing workplace culture and diversity, and to inspire sound teaching practices through engaging in scholarly research. Our consulting firm offers a variety of services which include custom developed curriculum, training, impartial research development, and diversity awareness.

Salary

This is an unpaid internship

Term of Position

Fall Term

Reports To

The Social Media Representative intern will report to the Sales & Marketing team lead and frequent interactions with the CEO.

Job Overview

As a Social Media Representative your day will include working closely with the marketing team to create engaging content for EUC² social media presence. This will include posting engaging content social media 1-2 times a day, tracking online metrics (followers, impressions, etc), communicating with our audiences in online DMs, and seeking out innovative ways to connect with current and potential audiences. This will include meeting and presenting ideas to the CEO.

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www.eucc.llc
www.EUC2Experience.org



Primary Responsibilities and Duties

- Manages company social media channels, including Facebook, Instagram, Twitter,, LinkedIn, and other relevant platforms
- Assists social media management with large projects, online events, and community management
- Proposes new ideas and concepts for social media content
- Analyses and reports audience information and demographics, and success of existing social media projects
- Works with marketing to coordinate ad and other campaigns with social media strategy
- Alters posting schedule to promote and engage as many viewers possible
- Hit weekly goals on social media platforms
- Creates dynamic written, graphic and video content, podcasts
- Increase outreach through social media
- Working closely with other marketing analysts & system analysts, all other departments, as well as CEO
- 25-32 hours per week

Qualifications and/or skills acquired through Internship

- Currently studying or BS/MSs in Marketing, Public Relations, Journalism, or Communication or related field
- Strong background knowledge in Facebook, Instagram, Twitter, and TikTok, Google Analytics, and Google Trends, or willingness to learn
- Ability and willingness to learn new programs
- Outgoing and a customer-oriented attitude
- Excellent interpersonal communication skills
- Problem-solving and conflict resolution capabilities
- Excellent ability to build and maintain a positive and professional relationship
- Devoted to providing high-quality customer service
- Attention to detail

Submission Requirements

- A letter of recommendation from a professor OR academic counselor
- A copy of current unofficial transcripts
- Writing sample in the form of an introductory letter stating: “How your current skills can contribute to the success of the organization” maximum of 250 words