

## SOCIAL MEDIA PROGRAM

bloom daily planners creates fun, fashionable and chic calendars and organizational products for women. We hope to use our products as vehicles to inspire and empower women around the world to bloom into the best versions of themselves! Our brand is all about helping women get excited about planning and organizing by making it fun. We started with daily planners, but in a few short years have since expanded into notebooks, desk calendars, binders, to-do pads and much more. You can learn more about the brand and products at [www.bloomplanners.com](http://www.bloomplanners.com) and more about us on the "Our Story" page.

Our social media interns work as a team to develop and monitor effective benchmarks for measuring the impact and overall benefit of our social media platforms. Social media interns are responsible for successfully executing social media strategies across multiple online channels, creating online brand exposure that converts planner lovers into buyers and achieving measurable growth goals.

### RESPONSIBILITIES:

- Interact in existing branded online/social media communities
- Manage some of the social media interaction on the brand's behalf
- Monitor relevant online conversations on a daily basis (especially Twitter)
- Help identify PR opportunities that promote growth and brand awareness
- Closely work with and build relationships with appropriate reporters/bloggers/media outlets
- Use creative means to drive strong engagement and organic growth of all social media properties

### EXPERIENCE REQUIRED:

- Must possess a solid understanding of public relations and the social media universe, (including Facebook, Instagram, Twitter, YouTube, LinkedIn and Pinterest)
- Excellent verbal and written communication skills required
- Willingness to learn and bring creative ideas to our team
- Mac OS proficiency required
- A team player with confidence to take the lead when necessary to articulate and present campaign strategy ideas
- Ability to operate in a small, but growing environment
- Experience with photo editing and graphic design desired but not required

This position is open immediately and requires ~8 hours/week. It can be flexible for a responsible individual to accommodate classes or other scheduling needs. Send resume to [lauren@bloomdailyplanners.com](mailto:lauren@bloomdailyplanners.com)