



Internship Opportunity

Company:	Photo Darkroom
Internship Position:	Social Media Internship
College Credit:	You can earn college credit for your job or internship. Contact the Cooperative Education department at 760.744.1150 x2355 or jjarvinen@palomar.edu

Organization Background

Photography Studio and Professional Photo Lab serving the greater San Diego Area.

Key Responsibilities

- Grow Photo Darkroom's email and social media marketing presence
- Coordinate and timely execute email campaigns
- Create and post coordinated content on website, email, and social media accounts, and increase engagement through Instagram, Facebook groups, Blogs, Newsletters, and Youtube Channel
- Employ marketing analytics techniques to gather important data (social media, web analytics, rankings, inc.)
- Ensure content adheres to consistent branding vision
- Develop concepts and help craft communication materials
- Actively contribute to technical knowledge base
- Update spreadsheets with customer contact information.

Qualifications/Minimum Requirements

- Completed Bus 150, 152, 155 & 157 with 3.50 or better
- Ideal candidate will be taking or have completed GCMW 177
- In addition, applicant should be experience with email platform (Mail Chimp) with a focus on engagement
- Passionate about social media and online marketing, with emphasis on current trends that will keep our photography brand ahead of the curve
- Experience with Google analytics
- Strong computer experience with Windows-based and Mac-based products
- Experience with Microsoft Office and Google G-Suite
- Creative thinker with the ability to lead content marketing campaigns
- Strong communication, copywriting, and editing skills



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- Ability to find and engage influencers
- Self-starter with ability to self-direct; be proactive and self-motivated.

Additional Information

Desired Hours per Week:	7.5
Compensation:	Unpaid. To be eligible for this internship, students will enroll in a Cooperative Education/Work Experience course to earn academic credit.
Position Start:	Ongoing recruitment
Location:	Escondido
Website:	www.photo-darkroom.com

If you are interested in this internship, please contact:
Jason Jarvinen, Work Experience Coordinator
Palomar College
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