



cabo fish taco[®]
BAJA SEAGRILL

Social Media Internship Job Description

The Social Media Intern will play an active role in the development of Cabo Fish Taco's online community. The intern will maintain Cabo's presence on various social media platforms and help create and publish content that is relevant to our customer base. He/She will regularly analyze and report on the activity on social media networks.

He/She will also assist in maintaining Cabo's archive of digital images, videos, and other content. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

Responsibilities:

Social Media:

- Updates Facebook, Twitter, Instagram, & Snap chat
- Responds to posts or comments to bring value to user's interactions with Cabo
- Posts, updates, news and announcements in a timely manner using appropriate content
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our facebook and twitter page in a manner that invites conversation and interaction
- Updates Facebook, Twitter, & Instagram with current and relevant photos, video, or other content from Cabo activities and events
- Grows Cabo's online social media networks by increasing fan base and interactions
- Completes other social media projects as assigned

Digital Media

- Takes pictures, and videos of food & events to be developed into content for Cabo's website,
- Organizes and archives digital images and videos
- Completes other digital media projects as assigned

Research

- Regularly observes the online activity of model organizations research's and reports on "social media best practices"
- Completes other research projects as assigned

Analytics and Reporting

- Uses Facebook insights, Twitter Analytics & Instagram Analytics to assess trends and activity on Cabo's Facebook, Twitter & Instagram Accounts
- Reviews data on the performance of social media platforms and adjust plans or strategies to optimize reach
- Available to work 15 hours per week

Requirements

- Creative self-starter who is comfortable with both taking initiative and working in collaboration
- Detail oriented with strong written and verbal communication skills
- Experience with Microsoft applications, basic photo-editing and video editing software, and internet browsers. Experience with Photoshop and InDesign a plus.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, and Instagram

Eligibility

- This is a part-time internship and we require that you bring your own computer to complete internship projects and tasks. While the internship is unpaid, you probably won't go hungry while working
- Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a wide range of personalities. Most importantly, the candidate should be flexible and willing to take on multiple tasks in a start-up environment. This internship will benefit someone who is interested in marketing, education, community relations, and audience development

To Apply

- Please send your resume and cover letter to Richard Barrar at: Richard@cabofishtaco.com