

Marketing Internship The Boutique Hub, Inc.

Overview:

Marketing Intern(s) will be deeply involved in the marketing side of this company, supporting The Boutique Hub with daily efforts to communicate its brand message, while connecting and exploring multiple aspects of this community from boutique owner, brand, designer, and industry service provider. As we know some internships have certain qualifications, we are willing to work with applicants to complete these requirements. Key skill sets include marketing, communications, advertising, and social media. This position will be remote, and will not require travel.

This internship term is 3-6 months (depending on your program's requirements) with the opportunity to turn into a permanent position.

Duties & Responsibilities:

Specific duties may include, but may not be limited to:

- Managing our several Instagram profiles by creating graphics, scheduling posts, and adding to Instagram stories.
- Update and manage our two Pinterest accounts
- Create, coordinate, and post content on our Shop the Best Boutiques consumer-facing platform
- Monitoring social media stats by updating our tracking spreadsheet.
- Update our members spreadsheets to keep track of how often we feature each member.
- Upload items to our blogs & edit as needed.
- Schedule texts that get sent to our subscribers.
- Aid in finding high quality photos to use on our website and social media platforms.
- Organizing general social media content on specific platforms as needed.

Additional Opportunities:

- Will have the opportunity to learn more about social media marketing, website layout and search engine optimization, email marketing, and blog content strategy
- Will have the opportunity to learn how to organize and coordinate marketing content

Who are you?

As our Marketing Intern, you will work closely with our Marketing Team to aid in administrative marketing tasks. This candidate should be a self-starter that can meet deadlines.

Qualified candidates will possess:

- Currently pursuing a degree in marketing, communications, advertising, or a related field.
- Proficiency in Google Suite, Microsoft Office related, some marketing systems, Facebook, Instagram, Pinterest, and YouTube.
- Interest in the fashion & apparel industry

- Strong attention to detail
- Self-starter and highly motivated
- Creative with a love of finding unique qualities in small business and boutique fashion.
- Excellent verbal and written communication skills
- Believes in our mission and aligns with our Core Values (see below)
- Experience with WordPress or other website or marketing platforms are a plus.

Additional Information:

This is a paid internship that allows for remote employment. The rate for this role ranges from \$9/hr to \$11/hr depending on experience. The Boutique Hub's company culture is comprised of a small, close-knit group of individuals who are passionate, hard-working, motivated, respectful, and kind...who believe you should love the work that you do. We would love to get to know you so please reach out to us!

The Boutique Hub is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

Please send resume and cover letter to Beth Leahy at beth@theboutiquehub.com. The internship program allows for 1-2 candidates.

About The Boutique Hub:

The Boutique Hub is the central connection point of the global boutique industry. We impact the lives of business owners on every level by educating, connecting and advocating for the boutique community and those who shop it. We give boutique owners every tool they need to succeed. We help brands reach more buyers.

Our Core Values

- a. We value community over competition and are both a team and a family.
- b. We operate with integrity and ethical values and encourage others to do the same.
- c. We strive to empower, uplift and keep a fun culture for everyone.
- d. We keep a transparent community where we stay real and relevant.
- e. We want everyone to succeed and only do so when our members do.

Find out more at www.theboutiquehub.com