



MICRO-INTERNSHIP PROGRAM

Social Media Strategy & Content Creation for HTSS

Project Description:

1. Help plan social media content
2. Brainstorm campaign ideas
3. Create engaging posts and graphics,
4. Develop a content calendar
5. Identify new ways to increase engagement and reach.

Preferred Skills:

1. Strong written communication, attention to detail, organized (able to follow a social media content calendar)
2. Familiarity with major social media platforms, especially Facebook, Instagram, LinkedIn, and TikTok
3. Creative mindset with an interest in social media trends and content creation
4. Basic graphic design skills; experience with Canva is preferred
5. Ability to brainstorm engaging post, campaign, and video/reel ideas
6. Basic understanding of branding and maintaining a consistent look and voice
7. Comfortable working independently and bringing new ideas to the team
8. Willingness to learn about recruitment marketing and employer branding

Approximate Length: Approximately 40 hours during the Fall semester (Sept-Dec)

Format: Remote (preferred); Hybrid

Payment: Upon completion of the micro-internship, you will receive direct pay from the employer

Contact Information: Applicants should submit a resume to Lori Hadley at

LHADLEY@HTSS-INC.COM