

# Social Media Marketing Internship



**Location:** San Luis Obispo, CA (Hybrid/In-Person)

**Hours:** ~10 Hours Per Week

**Commitment:** 3 months with a possibility to extend

## ABOUT US

Understory is a plant shop downtown with a focus on houseplants, plant accessories, locally made goods and community workshops. We opened in May of 2025 and are looking for someone excited to help build a brand and social media presence. The Social Media Marketing Intern will work directly with the owner to bring the Understory brand to life. As a small, local business, this role offers hands-on exposure to marketing, design, events, and day-to-day operations. This internship is ideal for a creative, detail-oriented individual with an interest in entrepreneurship, horticulture, community gatherings and education.

## KEY RESPONSIBILITIES

- Support brand growth and visual consistency across Instagram and other platforms
- Produce high-quality photo and video content of the shop environment and products for promotional use.
- Plan, organize, and schedule content (Instagram, TikTok, etc).
- Curate inspiration and assist in planning the Instagram grid to maintain a cohesive visual aesthetic
- Engage with the Understory community through comments, DMs, and story replies
- Stay current on social media trends, best practices, and platform algorithms to support brand awareness
- Assist with content audits and performance analysis to inform future strategy
- Support the production of 2–3 short-form videos per week by:
  - Brainstorming creative, on-brand content ideas with strong engagement potential
  - Capturing footage
  - Editing video content
  - Scheduling and publishing posts with clear hooks, captions, calls to action, hashtags, and audio

## ADDITIONAL DUTIES (NOT REQUIRED, AVAILABLE FOR EXTRA HOURS)

- Creating and running social media ads
- Creating print materials and/or mailers for print advertising
- Creating and running email marketing campaigns
- Planning and advertising workshops

## ABOUT YOU

### Creative & Design Skills

- Comfortable creating engaging content for social platforms
- Skilled using Instagram and Tik-Tok
- Experience with graphic and digital communications (design, photo editing, video editing, etc.)
- Familiarity with content planning, asset organization, and maintaining visual consistency

- Have a knack for storytelling and brand building
- You're creative, detail-oriented, and care about making quality content

## Mindset & Professional Growth

- Excited to help a new business find their brand voice and build a posting strategy
- Desire to build a professional design portfolio with real, client-facing work
- Are passionate about entrepreneurship, horticulture and our community
- Are excited to learn the inner workings of a small business
- Enjoy collaboration
- Are open-minded and adaptable

## ABOUT ACADEMIC CREDITS

I will gladly sign off on hours for academic credits,

- For credits in the Business Department, [learn more here](#)