



David A. Henry / President / 303.324.5941

Note: Olive ranch is in Santa Margarita, CA

Internship Brief

We are looking for a talented Social media coordinator to create and maintain a strong online presence for our California La Panza Ranch's - Extra Virgin Olive Oil Product line. Your role is to implement online marketing strategies through social media accounts. If you are a tech-savvy professional with an interest in communicating with customers and prospects through online channels, we would like to hear from you. Our transactional website is www.freshestoliveoil.com.

As a Social media coordinator, you will develop original content and suggest creative ways to attract more customers and promote our brand. Ultimately, you should be able to increase web traffic and customer engagement metrics aligned with broader marketing strategies that drive sales.

Responsibilities

- Research audience preferences and discover current trends
- Create engaging text, image and video content
- Design posts to sustain readers' curiosity and create buzz around our 3 blends
- Measure web traffic and monitor SEO
- Stay up to date with changes in all social platforms ensuring maximum effectiveness
- Train La Panza employees to use social media in a cohesive and beneficial way
- Facilitate online conversations with customers and respond to queries
- Report on online reviews and feedback from customers and fans

- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Oversee social media accounts' layout
- Suggest new ways to attract prospective customers, like promotions and competitions

Requirements

- Proven work experience as a Social media coordinator
- Expertise in multiple social media platforms
- In-depth knowledge of SEO, keyword research and Google Analytics
- Ability to deliver creative content (text, image and video)
- Familiarity with online marketing strategies and marketing channels
- Ability to grasp future trends in digital technologies and act proactively
- Excellent communication skills
- Multitasking and analytical skills
- BS degree (or in process) in Marketing, New media or relevant field

Contact

Please send your resume and work-related experience to:

David Henry – dhenry@mphasis1.com