

Job Description

Position Title: Social Media Management Intern

Company: The Root Remedy

Location: Remote W Occasional In Person Meetings (Local Preferred But Not Required)

Time Required: 20-25 hours Per Week

Pay: Temp to Hire Position

About Us

We are a small woman and black-owned wellness brand that's looking to expand its growing team. We were founded during the pandemic when we saw a lack of diversity and inclusivity in the wellness industry.

We believe that wellness should be inclusive to all and not a luxury to a few. We've created a Sugar-Free Apple Cider Gummy formula that is vegan, gluten-free, soy-free, and dairy-free with an extra boost of Vitamin C+ for optimal immune support. We are looking for a talented, deadline-driven content administrator to manage our social media accounts. You will be responsible for creating original text and video content, managing posts, responding to followers, and managing customer engagement.

Job Responsibilities

- Assist with the design and execution of social media campaigns
- Create weekly and monthly editorial calendars to promote company brands on various social media websites
- Generate, edit, publish and share engaging content daily (e.g. original text, photos, videos and news)
- Create and distribute content such as blogs, emails
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Scheduling posts in advance throughout the month

Skills and Qualifications

- Currently enrolled in college
- Impeccable oral and written communication skills
- Experience with major social media platforms including Facebook,, Instagram, Pinterest
- Knowledge of social media analytics software, such as Facebook Insights to track audience engagement and campaign performance
- Experience with content management systems, word processor applications, and image/video editing software
- Interested in social media trends

- Copywriting and editing skills
- Creativity
- Available to work at least 15-25 hours per week or more
- Ability to work under tight deadline

Website: Therootremedy.com

Instagram: <https://www.instagram.com/therootremedy/>

Facebook: <https://www.facebook.com/therootremedy>