



Job Description

Social Media Paid Intern

Who are we?

Dolphin KIDS: Future-Ready Leaders. We develop the mindset and life skills needed for innovation, connection, and resilience in our ever-changing world. By empowering children to be self-motivated through social connection, critical thinking, creative expression, and purposeful contribution, our mission is to nurture and inspire every child's innate intelligence and innovative nature.

We are located in Vancouver, Canada and online. Global partners are in Delhi, India.

We are looking for an intern to join our friendly, professional, and enthusiastic collaborative team of professionals!

Who are you?

You can use your background in marketing, digital media or business to promote our evidence-based, life skill programs through various online platforms.

What do we offer?

We provide the curriculum, training, and methodology for every Dolphin KIDS program. We foster a casual and collaborative work environment and support flexible schedules. We're big on creativity and believe that teamwork is the key to reaching amazing feats.

Job Description:

We are seeking a digital marketing/social media intern to work 10-20 hours per week. The objective of the Digital Marketing Intern is to drive brand awareness and significantly increase quality traffic to our website and increase the number of quality followers, through various digital marketing channels. We are looking for someone who has completed courses and/or proven experience with and not limited to: plan, execute, monitor, control, and close an innovative online marketing campaign.

Key Functions Include:

- Work closely with senior team members.
- Write and create effective social media marketing and custom digital content posts to engage followers on Twitter, Facebook, Instagram, LinkedIn and YouTube.
- Respond to comments on our platforms.
- Research content ideas using online monitoring tools.
- Identify relevant social influencers and brand advocates and create new opportunities.
- Prepare social media posting schedules and monthly plans.
- Track and measure social performance and data analyse our social media marketing results; prepare reports for team members to review.
- Identify new opportunities for social media content.
- On occasion we will need support during events.
- Some 'other' work might also be required, example: picking up marketing materials from supplier. Some administrative work.



Skills required for the position:

- Prior experience writing and creating effective social media content.
- High proficiency working with all social media platforms listed above.
- Proven ability to increase brand awareness and increase quality followers.
- High level of attention to detail.
- Currently enrolled or graduated from a post-secondary program/certificate, in social media, communications, marketing, advertising and/or related fields.
- Familiarity with Google ad products, social media and social ads platforms.
- Excellent organizational and planning skills, and a quick learner.
- Superior verbal and written communication skills in English (Chinese is a+).
- Digital designer experience a+.
- Excellent time management skills, and a keen sense of delivering completed projects in a timely manner.
- Previous experience using social media monitoring or other digital analytics tools (Google Analytics, Facebook analytics) is highly preferred.
- Previous experience with strategy and tactics involved in a digital marketing campaign through web analytics, digital branding, WordPress-specific blogging, online advertising, social media, SEO, and more, an asset.

The opportunity to grow with this exciting business, and become a full time team member.

If you are interested, please send your resume to: nat@dolphinkids.ca