



allied global marketing

Social Media Internship

Responsibilities:

- Create and manage weekly content calendar for Facebook, Instagram, and Twitter pages.
- Track analytics and performance.
- Research, identify and pitch key social media influencer partnerships to effectively and efficiently support client projects.
- Build and maintain internal database of social media influencers.
- Attend and assist Allied staff at evening screenings or events providing social media coverage support.
- Participate in brainstorming alongside Allied’s social media team to generate ideas on how to increase followers.
- Generate social media activation ideas to increase engagement across all Platforms.
- Create a portfolio of client projects and present to the Allied staff at the end of the semester.

Qualifications:

- Must be enrolled as a full-time college student and receive academic credit for the internship.
- Must commit to at least 15 hours a week for a full school semester. Hours will vary week to week based on evening and weekend events.
- Must be willing to commute to office and various out-of-office events across the Greater Cleveland area.
- Must possess excellent interpersonal and written communication skills.
- Must be able to multi-task and meet daily deadlines.
- Must be able to work independently and take ownership of projects.
- Must have an outgoing personality and be able to provide recommendations/suggestions when needed.
- Must have a genuine interest in learning about brand building and digital storytelling.
- Must be able to stay on top of digital/social trends, as well as execute them to showcase our brand across our social media platforms.
- Must be able to develop ongoing and creative on-brand content.
- Must have familiarity with photo and video editing apps and sites, such as VSCO and Canva.
- Must be willing to use personal phone and have access to social media apps.

*While this position is unpaid, you can’t put a price on the perks and projects that are unique to an Allied internship. Free passes for family and friends to see some of Hollywood’s biggest blockbusters before they open in theaters! Exclusive movie swag and promotional items! Most importantly, the opportunity to make connections and network with Cleveland’s top entertainment tastemakers! If you’re looking for a career in entertainment marketing, building relationships with established professionals in the industry is an invaluable opportunity and one we encourage you to pursue at Allied Global Marketing.



“allied global marketing is the world’s leading entertainment, culture and lifestyle agency.”

Current Clients Include:

- 20th Century Fox
- A24
- A Special Wish Foundation, Cleveland Chapter
- Food Network
- Fox Searchlight
- Netflix
- Paramount Pictures
- Sony Pictures Classics
- STX
- Universal Pictures
- Universal Home Entertainment
- Walt Disney Studios Motion Pictures
- Walt Disney Studios Home Entertainment



If interested, email resume to:

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