



Turknett Leadership Group

Summer Intern JOB DESCRIPTION Social Media / Lead Generation Intern

JOB OVERVIEW			
JOB TITLE	Social Media/Lead Generation Intern		
JOB LOCATION	2310 Parklake Dr. Suite 500 Atlanta GA 30345	% EFFORT or WEEKLY HOURS	<ul style="list-style-type: none"> • Temporary/Part-time • 5 days a week • 8 weeks over the summer • \$2,000 Stipend
POSITION DETAILS			
JOB PURPOSE	<ul style="list-style-type: none"> • Assisting with developing lead generation processes through social media including LinkedIn, Website postings, blogs, podcasts, webchat including: <ul style="list-style-type: none"> ○ Driving traffic to our website ○ Enhancing our SEO status ○ Positioning to increase inquiries and sales ○ Calendarizing our social media outputs (blogs, white papers, webinars) ○ Developing and implementing a webinar series (topics, speakers, timeline, format, templates) 		
DUTIES AND RESPONSIBILITIES	<ul style="list-style-type: none"> • Work with staff to post on social media • Help with data base-entering information as well as cleaning up existing lists • Work with CRM • Assist with content development for the website • Editing longer video testimonials into smaller clips 		
WORKING CONDITIONS	<ul style="list-style-type: none"> • Small company office environment 		
QUALIFICATIONS			
Desired APPTITUDES	<ul style="list-style-type: none"> • Fast learner • Creative Thinker • Collaborative Team Player • Curious • Mature, Dependable, Independent self starter 		
PREFERRED EXPERIENCE REQUIREMENTS	<ul style="list-style-type: none"> • Some industry knowledge • Online Marketing skills • Strong Communications skills • Strong Marketing Skills • Lead Generation Skills • Web Development 		
MINIMUM EDUCATION REQUIREMENTS	<ul style="list-style-type: none"> • College level 		
PREFERRED EDUCATION REQUIREMENTS	<ul style="list-style-type: none"> • Background in any of these fields: Psychology, Human Resources, Training, Digital Marketing, Sales, Communications 		
Desired SKILLS	<ul style="list-style-type: none"> • Office 365 including Word, Excel, PowerPoint, WordPress • Video Production • Template Layout 		
TO APPLY			
How to Apply	<ul style="list-style-type: none"> • Email Resume to TLGIntern@turknett.com NO PHONE CALLS PLEASE Deadline Fri April 26, 2019 • In Header, please include SPECIFIC POSITION you are applying for • In your email, please list reasons why you feel that you qualify for the position and why you should be chosen for this opportunity from the many applicants 		