



CETUSA
Council for Educational Travel, USA

Trainee/Internship Program Offer **(10756) Social Media Marketing Program – New York, NY**



Program Duration: 18 months
Compensation: \$16.00 per hour
Housing: not provided
Number of Position Offered: 1

Host Company Description:

The host company is a leading company specializing in lab-grown diamonds, offering a sustainable and ethical alternative to traditional mined diamonds. They provides a wide range of stunning, high-quality diamond jewelry that meets the highest industry standards. Their innovative approach and dedication to environmental responsibility have earned them a strong reputation in the jewelry market. The firm aims to make luxury more accessible while promoting a greener future.

Position Description:

- Develop & implement a social media strategy (scheduling calendar, advertising campaigns, audience research, influencer collaborations, # research, etc.) that aligns with goals and objectives
- Create & curate content for social media platforms (text, images, video, and other multimedia)
- Manage and maintain social media platforms (Facebook, X, Instagram, LinkedIn, Tiktok, and more)
- Engage with the audience (respond to comments/messages) to foster a sense of community; handle PR crises effectively and diplomatically
- Monitor and analyze social media metrics and performance, and make data-driven decisions

Applicant Qualifications:

- To apply for the **Internship** program, you must be an undergraduate student of **Marketing** or **Business** OR a recent graduate starting the program within 12 months of graduation.
- To apply for the **Trainee** program, must hold a bachelor's degree in **Marketing** or **Business** & at least 1 year of work experience OR be a career professional of 5 or more years in related field.
- Excellent English language skills, and written and verbal communication skills.
- Passion for marketing, creativity, and a genuine interest in the industry.
- Strong attention to detail and ability to effectively multitask in a fast-paced environment.
- Excellent interpersonal skills and the ability to work collaboratively as part of a team.
- Proficiency in Microsoft Office Suite and familiarity with social media platforms.
- Prior experience or knowledge in marketing or digital marketing, or related fields is a plus.

How to Apply:

1. Submit a professional resume with a professional photograph
2. Indicate availability dates (start and end dates)
3. Indicate this offer number and title