

Internship Proposal for Community Management and Content Creation at Hoolens.com

Title: Community Management and Content Creation Intern

Duration: Flexible

Location: Bucharest (English Speaking)

Company Description:

Hoolens.com is an innovative glasses brand known for its exceptional quality and stylish designs. We are dedicated to delivering the best eyewear experience to our customers, focusing on both functionality and fashion.

Internship Overview:

We are seeking an enthusiastic and creative intern to join our marketing team. The intern will play a vital role in managing our online community and creating engaging content for our social media platforms and website. This position is ideal for candidates looking to gain experience in digital marketing, community engagement, and content creation within the fashion and eyewear industry.

Key Responsibilities:

1. Community Management:

- Monitor and engage with our community on various social media platforms.
- Respond to comments, messages, and inquiries in a timely and professional manner.
- Assist in managing online forums and discussion groups related to our brand.

2. Content Creation:

- Develop and implement content strategies for our social media channels and website.
- Create compelling visual content (photos and videos) showcasing our products.
- Write and edit marketing copy, blog posts, and other promotional materials.

3. Marketing Strategies:

- Collaborate with the marketing team to develop and execute innovative marketing campaigns.
- Analyze and report on the effectiveness of social media campaigns and content strategies.
- Stay up-to-date with the latest social media trends and best practices in content creation.

Skills and Qualifications:

- Current student or recent graduate in Marketing, Communications, Digital Media, or a related field.
- Strong written and verbal communication skills in English.
- Proficiency in social media platforms and digital marketing tools.
- Basic photography and video editing skills.
- Creative mindset with the ability to produce original content.
- Strong organizational skills and the ability to manage multiple projects simultaneously.
- Passion for fashion, eyewear, and the Hoolens brand.

Learning Outcomes:

- Gain hands-on experience in community management and content creation.
- Develop skills in digital marketing and social media strategy.

- Learn about the eyewear and fashion industry from an insider's perspective.
- Build a portfolio of work showcasing your skills in marketing and content creation.

Application Process:

Interested candidates should submit a resume, cover letter, and a portfolio (if available) demonstrating relevant skills and experience. Applications should be sent to hello@hoolens.com.

Selection Process:

Candidates will be shortlisted based on their application materials. Shortlisted candidates will be invited for an online interview.

Remuneration:

This is a paid internship. Details regarding compensation will be discussed during the interview process.

Contact Information:

For any inquiries regarding the internship, please contact:

Name: Andreea

Email: hello@hoolens.com

Phone: +40 744 420 308

We look forward to welcoming an enthusiastic intern to our Hoolens team and embarking on an exciting journey together!