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Social Media Summer Intern

11609 Nebel Street

Rockville, MD 20852

www.mybodytech.com

**About Us**

Since 2009, BodyTech Weight Loss and Health in Rockville, Maryland has been on a mission to help improve our clients’ lives by teaching the principles of healthy eating, lasting weight loss, and positive living. We take great pride in our stellar reputation as a warm and friendly team of professionals who are always supportive, inspiring, and never judgmental. BodyTech officially opened with 2 clients. Since then, we have helped over 2400 clients, currently see over 230 clients a week and have 8 amazing coaches who relate and connect with our clients. We show our clients the benefits of eating healthfully and mindfully. Our expectation is that all clients must enjoy the experience of working with BodyTech. We pride ourselves on our unique approach. As our tag line says “They say we’re not like other weight loss clinics. We say that’s our BEST feature”. BodyTech is ready for creative fresh ideas through social media to help express why we are special.

This is a paid summer internship and intern will work under the supervision of the owner who is responsible for guiding the direction of the company.

**The Role**

We have an exciting opportunity for a Social Media Summer Intern to join BodyTech, in our Rockville, location. The successful candidate should be able to come into the office as needed, but most of the work can be done remotely.

**Responsibilities include:**

● Gain an understanding of the scope and feel of BodyTech, as well as, our approach to weight loss and health.

● Review current social media strategy and assets and make suggestions to enhance overall effectiveness.

● Analyze, create and implement a local digital and social media marketing strategy for BodyTech.

● Help create and implement a social media strategy across multiple platforms including Facebook, Instagram, LinkedIn, TikTok, Google ads, Google reviews and Yelp.

● Ability to create and implement videos for various social media platforms.

● Help create monthly content calendar, filler content, social listening pieces and relevant content across all channels.

● Collect and interpret data to make informed decisions to help increase client base and improve client retention by finding new followers, engaging with existing followers, growing brand presence in the local MD, DC and VA area.

● Available for on-site content creation, attendance at staff meetings when needed, ability to work with BodyTech team.

**Skills & Qualifications Required**

● Currently pursuing or recently completed a bachelor / graduate degree in a related field

● Preferred degree of study in marketing, advertising, or closely related field.

● Ability to prioritize and multi-task.

● Possess excellent people skills and build positive working relationships

● A “can-do” attitude, enthusiastic, positive, good team player and customer service oriented

● Experience in managing social media accounts and content creation.

● Creative self-starter who is comfortable with both taking initiative and working in collaboration.

● The ideal candidate will be energetic, task-oriented, fast learning, creative with a strong work ethic.

● Ability to communicate well with others and maintain a professional demeanor.

To qualify for this internship, candidates must have completed at least their sophomore year and

must be enrolled in a current degree program, graduate school, or a recent graduate

To apply, please submit a resume to larry@mybodytech.com