



**Position Description**  
**Social Media Internship**  
**Cambridge, MA**

**Position Overview:**

Are you a social media fanatic with a passion for children's books? The Social Media Intern will report to the Digital Producer and work closely with Barefoot Books dynamic marketing team to grow its social media channels, particularly Instagram. An ideal candidate will be well-versed in all relevant social media, writing, multitasking abilities, a love of storytelling, and excellent writing skills are a must. Basic video editing and Photoshop experience a plus.

**What You'll Do:**

- Create, edit and select content that supports Barefoot Books' brand message and drives engagement
- Brainstorm new posts ideas for Instagram, Twitter, Facebook, Pinterest and LinkedIn.
- Draft copy and hashtags for upcoming Instagram posts and other social channels.
- Create and publish Instastories on a weekly basis.
- Support engagement with Barefoot Books' social media community.
- Monitor and engage with comments on social media channels
- Monitor and evaluate post effectiveness using analytics tools.
- Assist with creation of imagery for social channels.
- Other responsibilities as assigned.

**Qualifications:**

- Exceptional marketing copywriting, editing and proofreading skills; a flexible writing style that can adjust to speak effectively to different audiences
- Familiarity with Google Docs, Microsoft Excel and Adobe Photoshop
- Experience researching content for and managing social media calendars for Facebook, Twitter, Instagram, Pinterest and LinkedIn
- An interest in brand storytelling across web and social platforms
- An ability to self-start and thrive in a fast-paced, entrepreneurial environment a must
- A flexible work style with strong time-management and collaboration skills
- A sharp eye for detail

Availability two or more days per week preferred. In-person interview required. Must be able to travel to Barefoot Books Office in Porter Square. Intern also must work well independently.





### **About Us:**

**“The standard for excellence in children’s books” — *Forbes***

Founded in England in 1992, we are an award-winning, independent children’s publisher based in Cambridge, MA with a mission to share stories, connect families and inspire children. In 2017, we were named by Forbes as one of the [25 Best Small Companies in America](#).

We have created more than 600 books, spoken word stories, music, animations, characters, puzzles and games that open children’s hearts and minds to our wonderfully diverse world. Our first app, [Barefoot World Atlas](#), has had 4 million+ downloads and was selected by Apple as one of their top 10 apps of all time. Our [YouTube channel](#) has over 130 million views.

However, our proudest accomplishment is to have put over 20 million books into the hands of children around the world. Renowned for our pioneering approach to creating and marketing high-quality, diverse and inclusive children’s books, as well as our colorful, collaborative and fun working culture, we have laid the foundations to grow Barefoot into a timeless global family brand for the very best children’s content. See our [Barefoot Manifesto here](#).

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### **To Apply:**

If you think you'd be a great fit for this opportunity at Barefoot Books, please send an email with a cover letter and your resume to the address listed below. Please also include links to your social media pages (Twitter, Instagram, Pinterest, etc). This is an unpaid internship but we are able to offer course credit and recommendations.

Sarahy Sigie, Digital Producer  
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