



Barefoot Books

step inside a story

Social Media & Marketing Intern

Cambridge, MA

Barefoot Books' Marketing Team is looking for a Social Media and Marketing Intern to help grow its social media channels, support its email marketing efforts and assist with website content management tasks. Reporting to the Digital Producer, the Social Media and Marketing Intern will be ideally positioned to learn about the role of social and digital media in a small, entrepreneurial children's book publisher with both b2b and b2c models.

What you'll do:

This internship is designed to enhance your learning and professional experience in the areas of social media, digital marketing and website content management.

Social Media

Support the development and implementation of a comprehensive social media strategy that aligns with the company's brand strategy and drives engagement and growth of our social media channels. Activities related to this goal include:

- Creating, editing and selecting content that supports the brand message and drives engagement
- Drafting copy for different audiences in the company's social media channels: Facebook, Instagram, Twitter, YouTube, Pinterest, and LinkedIn
- Using design skills to create content
- Monitoring and evaluating campaign effectiveness using analytics tools

Email Marketing

Collaborate on the design, segmentation, and messaging for email marketing campaigns, training reminders, action-based nurture emails and sales fields updates. Activities related to this goal include:

- Drafting copy for marketing campaigns and internal communications
- Preparing mailing lists for targeted campaigns
- Sorting user data to help define the targeting method

Web Content Management

Assist in the execution of marketing and communication campaigns, product merchandising, website landing pages and related marcoms activities. Activities related to this goal include:

- Executing website flips
- Drafting, editing and updating web content
- Data collection

We're looking for someone with:

- Strong marketing copywriting, editing and proofreading skills for both print and online media; a flexible writing style that can adjust to speak effectively to different audiences
- HTML, Excel, and content management system experience
- Experience researching content for and managing social media calendars for Facebook, Twitter, Instagram, Pinterest and LinkedIn
- Familiarity with Constant Contact or another email marketing platform a plus
- 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

To apply:

This is an unpaid, part-time position from January through May with a commitment of 10-15 hours a week. We can offer college credit as well as recommendations. To apply, please email your resume and a letter of interest by November 18, 2018, before 5:00pm EST, to:

Sarahy Sigie | Digital Producer
sarahy.sigie@barefootbooks.com

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.

