

Social Media Internship (summer, part-time)

Barefoot Books, Inc. | Concord, MA

Barefoot Books, an award-winning independent children's publisher based in Concord, Massachusetts, has an exciting opportunity for students and recent graduates interested in learning professional experience in the areas of social media and book marketing.

This is a paid, part-time, in-office* position that will run for 15 weeks, 17 hours per week. Start and end dates are flexible. We can also offer college credit and recommendations.

**Our internships are in-person in our Concord office, though scheduling can be structured around other obligations. This policy is dependent upon the status of COVID-19 and the health of the population.*

In response to the lack of diverse voices in the publishing industry, we are looking for applicants who identify with diverse identities and experiences, including (but not limited to) LGBTQIA, Native, people of color, gender diversity, people with disabilities, and ethnic, cultural and religious minorities.

We are looking for individuals with a desire to help maintain and grow Barefoot Books' social media channels, particularly Facebook, X, Instagram, TikTok, YouTube and Pinterest. The Social Media Intern will ideally be well-versed in all relevant social media, writing and proofreading. Attention to detail, multi-tasking abilities, a love of storytelling and excellent writing skills are a must.

What you'll do:

The Social Media Intern works closely with Barefoot Books' dynamic marketing team to support its social media planning as well as assist with publicity, award submissions, influencer outreach and any other marketing needs.

- **Social Media**
 - Draft social copy that promotes company values and resources
 - Brainstorm ideas to gain more engagement on social media
 - Update and organize YouTube content, Pinterest boards and other platforms
- **Award Submissions**
 - Assess award submission guidelines and suggest eligible titles
 - Collate submission materials such as title information and cover images
 - Complete in-office book mailings for awards

- **Other responsibilities may include:**
 - Proofreading eblasts
 - Drafting copy for marketing campaigns
 - Researching potential influencers and partners
 - Assisting in various publicity tasks

At the end of this internship, the intern will gain project and content management skills, research and writing skills, working knowledge of social media and insight into the publishing industry.

To apply, please email your resume and cover letter to our Marketing & Brand Manager, Lauren Joyner, at lauren.joyner@barefootbooks.com. Please include links to your social media pages (X, Instagram, TikTok, etc.). If your social media profiles are private, screenshots are accepted.

About Us:

"The standard for excellence in children's books" – Forbes

Barefoot Books is an award-winning, independent, women-owned and run, children's book publisher based in Concord, MA. Founded by two mothers in England in 1992, our mission is to open children's hearts, minds, and worlds. In 2017, we were named by Forbes as one of the 25 Best Small Companies in America.

From the very beginning, our books have represented a vast array of cultures and perspectives, while also providing children of all backgrounds a mirror of their own experiences. Today, we have grown into a vibrant and diverse community focused on sharing books and gifts that inspire children to be compassionate, creative and curious global citizens.

For nearly three decades, we have worked with talented writers, storytellers, illustrators and musicians from all over the globe to create over 900 books and gifts that open children's hearts and minds. Our proudest accomplishment is to have put nearly 30 million books into the hands of children around the world.