

Social Media/Digital Marketing Internship at Growing NJ Startup

Are you savvy with finding and sharing stories on social media? Do you have a love for photography, design, and family? Are you interested in entrepreneurship and the ins and outs of growing a brand? Shortcake is looking for an intern to support social media and digital marketing efforts for our startup's growing online community.

ABOUT SHORTCAKE

We simplify the way new parents preserve their family memories.

Today's parents don't have time for scrapbooking projects, but still want beautiful keepsakes preserving their family memories that they can share with their children. At the same time, most parents share curated content about their family life with their personal networks via social media.

Shortcake seeks to dramatically change family memory-keeping and -sharing by harnessing the power and resources of social media by turning digital content into physical albums and scrapbooks.

We're building a platform that makes it easy for anyone to seamlessly customize and order printed albums showcasing their most important family moments. Customers can integrate content from a variety of social media and photo-sharing sources, and have their data and images aggregated, organized, and designed into thoughtful and modern albums.

Shortcake is a recent graduate company of the Founder Institute (www.fi.co) and we have a growing waitlist of excited parents who want us to help them solve the time-intensive process of designing photo books and cataloging family milestones.

POSITION DESCRIPTION

We have a big vision and we're looking for incredibly resourceful, intelligent, and hard-working individuals to help us achieve it. This role is for someone who is hungry to learn what it takes to build a successful business on the Internet and is excited by the possibilities of building Shortcake into a powerful parenting brand.

We are in need of a passionate, creatively driven, social media/digital marketing intern to execute crucial projects and decisions as we gear up to launch our beta site. You'll be focused on marketing and business development opportunities involving our core users: new parents and grandparents.

This will involve a range of activities, including: email marketing, executing demand generation campaigns, creating and managing content, copy writing, conversion tracking and site optimization, running social media campaigns, and much more.

EXPECTATIONS

The ideal candidate exhibits the following qualities:

*Hard Worker - you complete assignments with minimal supervision and show initiative in both knowing what needs to be done and getting it done.

*Resourceful - you can get more value with less and often know how to come up with creative solutions to increase efficiency and output without decreasing quality

*A Great Writer - you can write an article for our blog or copy for the website with ease and minimal direction; it takes you 1 hour to write what others spend days on

*Excellent Communicator - your job will entail connecting with customers and bloggers and helping them as they use Shortcake; we must be able to trust that you will be a great representative for the company

*Social Media-savvy - you are an avid social media user and understand the value and theory behind the platforms, and the difference between Facebook, Instagram, and Twitter.

*The number of years of professional experience you have isn't important to us

*Interest in women's issues, parenting, children, photography, design, scrapbooking a plus.

*You should be interested in learning about startups and entrepreneurship, and ready to be given significant responsibilities and project ownership

WORK STRUCTURE and COMPENSATION

Work will be based largely out of our home offices in Garwood and Cranford. This is a part-time position (around 10-15 hours/week - negotiable) with a minimum 12-week commitment and an immediate start date.

This role pays \$10/hour, and you will be provided with the following:

- An opportunity to have a big impact at an exciting, fast-moving startup that is changing the way families share and preserve their memories.
- A chance to dramatically develop your marketing skill set as you launch your career as a future entrepreneur, social media guru, marketing exec, web designer, or startup team member.
- Introduction to the local startup community via tech meetups and other networking opportunities.
- High-level mentorship as you work directly with our company's CEO and Advisors.
- A letter of recommendation upon successful completion of high-quality work (as requested).
- Assistance in an application for school credit (as requested).

HOW TO APPLY

If you're interested, email us with your resume and an explanation of why you'd be a good fit at the "reply to" address listed above. Please include links/files of past projects or writing samples with resume. In your email, include a sentence answering this question - "Who in your opinion is the greatest New Jerseyan, and why?"