



a community for all people passionate about Italy

mi.o Social Media Marketing and Engagement Internship Opportunity May 2021

mi.o (www.modernitalian.org) is a global community for all people passionate about Italy, the Italian Language, and Italian Culture. mi.o offers its members the ability to learn about Italian culture through engagement on its platform, participation in thematic groups, and through online courses. mi.o offers Italian businesses the opportunity to promote products and services to its members and to benefit from word-of-mouth marketing.

We are in search of motivated interns to assist us in communicating the value of mi.o to specific target group through social media marketing and to support methods of engagement on the mi.o platform. The mi.o internship provides interns with the opportunity to develop highly sought-after skills in social media marketing, community engagement, and customer service. mi.o internships are conducted virtually.

Internship Description

mi.o is seeking a highly motivated, flexible, organized, and detail-oriented **Social Media Marketing and Engagement Intern** to join our international team. Prospective interns with interest in developing skills in niche community marketing through social media to communicate the value and impact of the mi.o community on its members will learn to:

Responsibilities:

- Conduct social media marketing campaigns designed to convert social media followers into mi.o platform members.
- Conduct proactive campaigns to leverage industry influencers to benefit mi.o
- Conduct social media and direct outreach campaigns to attract Italian companies to the mi.o platform.
- Support the management of Italian business partners to utilize the mi.o platform to market their products and services and to generate revenue.
- Develop and curate digital products to provide to mi.o members.
- Participate in engagement on the mi.o platform.

Candidate Requirements:

- Experience or education in marketing, social media marketing, or communications.
- Demonstrated ability to work effectively in a fast-paced environment under deadline pressure.
- Demonstrated ability to manage competing priorities.
- Demonstrated ability to build partnerships with businesses.
- Ability to communicate well and work in a collaborative team environment.
- Ability to work independently with minimum supervision.
- Excellent analytical and writing abilities.
- Excellent ability to speak, read and write in Italian and English.

Duration: July - October 2021
Time Commitment: 8-10 hours per week
Compensation: Unpaid Internship. Interns are provided access to paid mi.o Italian Speaking Program for free.
Eligibility: Open to current or degreed students
Place of Performance: Virtual

CV Submission Email: mio@modernitalian.org. Please include cover letter summarizing qualifications for this internship opportunity.

Disclaimer: The above description is intended to describe the general nature of work and level of effort being performed by individuals assigned to this position or internship description. This is not to be construed as a complete or exhaustive list of all skills, responsibilities, duties, and/or assignments required. Individuals may be required to perform duties outside of their position, internship description, or responsibilities as needed.
www.modernitalian.org