

LAKE LIFE HOSPITALITY GROUP

SOCIAL MEDIA INTERNSHIP

JOB SPECIFICATION

The Lake Life Hospitality Group social media interns will assist in the implementation of social media initiatives and internal tasks for either Zorbaz or our Alternative Concept Division. One of the primary roles will be managing Facebook and Instagram pages for Lake Life Hospitality Group's concepts. The intern will work closely with the Lake Life Hospitality Group Marketing Director.

RESPONSIBILITIES

- Marketing Duties
 - Assist Marketing Director with various advertising projects
 - Maintaining website event calendars
- Social Media Duties
 - Content curation and collection
 - Zorbaz intern will do at least one trip to each Zorbaz location
 - ACD intern will visit locations as needed
 - Assist with social media management
 - Social media platform research
 - Assist with various events at locations as needed

RECOMMENDED SKILLS

- General knowledge and/or professional experience in marketing, social media, advertising or public relations.
- General knowledge of social media platforms.
- General knowledge of LLHG and its brand personalities.
- Strong writing skills, an ability to convey ideas in a clear and precise way.
- Impeccable spelling and grammar.
- Customer service background with an ability to handle all customer interactions.
- Strong time management and project execution ability.
- General knowledge of design to create visually appealing graphics to coordinate with appropriate posts.
- General knowledge of photography on digital camera and mobile devices.

SCHEDULE REQUIREMENTS

Five full-time days split between headquarters and shifts at the intern's home location. Weekends are required.

COMPENSATION

\$10/hour, \$25 monthly phone credit, and \$75 monthly LLHG credit to distribute among our six concepts for food, beverage, & clothing. Paid for drive-time and mileage reimbursement.