



## POSITION DESCRIPTION

<b>Job Title:</b> Social Media Intern
<b>Department:</b> Marketing
<b>Reports to:</b> Content Manager
<b>Revised date:</b> February 2, 2022

[Cast21](#) is a rapidly growing medical device startup whose mission is to change the way the world heals, starting with broken bones. We are committed to developing safe, effective products for orthopedic applications. Creative and clever people with a passion for change drive the company's success.

We are seeking a **part-time Social Media Intern** to help us increase our brand awareness and improve our company's positioning. This position can be fulfilled remotely but preference will be given to those who can participate in the hybrid work model in Chicago. You will focus on creating content for our social media platforms such as Facebook, Twitter, Instagram, and TikTok. This will include research for content ideas, monitoring overall engagement and content performance, and finding innovative and relevant ways to reach our audience. Working closely with the team, you will be a key player in our social media strategy. Interested candidates should send a resume to [info@cast21.com](mailto:info@cast21.com)

### Roles and Responsibilities (approx. 10-20 hours per week)

- Research content ideas to find the most relevant ones for our target audience
- Work with the Content Manager to define Social Media strategy
- Take ownership of content creation for TikTok
- Create weekly content for other social media platforms (as needed)
- Monitor content performance
- Effectively communicate with team members and reports directly to Content Manager

### Minimum Requirements for this Position

- Excellent written and verbal communication skills
- Creative and detail-oriented
- Social media experience
- Must be able to meet all deadlines

### Additional Skills are a Plus

- Basic photo editing, video editing, or graphic design experience

## Learning Objectives

- Content management
- Content creation
- Data analysis