




## Internship Position - Social Media Analyst

Women in Media are excited to offer an internship opportunity in the role of a Social Media Analyst. The ideal candidate is data-driven, observant, and has a keen interest in analysing the success of social media campaigns. This role involves analysing metrics, researching trends and providing insights to the marketing coordinator for future marketing strategies.

-  Virtual
-  6-10 hours/ week
-  6 months - ongoing

### Roles and Responsibilities:

- Track engagement, reach, and conversion rates on social media platforms.
- Analyse data from social media platforms using tools such as Google Analytics, Buffer and Meta.
- Generate monthly reports on key metrics, user engagement, and content effectiveness.
- Collaborate with marketing and content teams to develop a social media strategy.
- Review and improve the social media strategy and campaigns when needed.
- Stay up-to-date with the latest trends and technologies in social media.
- Study competitors and find ways to improve.
- Participate in team meetings and contribute ideas for digital strategies.

### Requirements:

- Current enrollment in a relevant undergraduate or graduate program.
- Strong interest in social media and digital marketing.
- Excellent communication skills.
- Familiarity with social media analytics tools and platforms.
- Ability to work independently and collaboratively in a fast-paced environment.

### Perks:

- Gain hands-on experience in social media analytics and engagement.
- Collaborate with a dynamic team and contribute to impactful projects.
- Mentorship from experienced professionals in the field.
- Flexible working hours to accommodate your academic schedule.
- Networking opportunities within the industry.
- Participation in the 2024 National Conference.

### How to Apply:

Interested candidates should submit their resume and a brief cover letter outlining their interest and skills for the position to [isabellelineham@womeninmedia.com.au](mailto:isabellelineham@womeninmedia.com.au).

Role commences in 2024.