

Social Media Internship

COSTA MEDIA BOSTON – WCCM LATINX 103.7 FM BOSTON, MA

Summary:

COSTA MEDIA BOSTON/LATINX 103.7 FM is a new Multimedia Hispanic Broadcasting Company, recently launched **WCCM LATINX 103.7 FM**. We're looking for a motivated and talented individual to join our team and who can develop and enhance our brand and build strong online communities through our various social media platforms.

The goal of this program is to help further develop your social media skills in a professional work environment. As an intern, you will be working closely with a marketing manager who will provide you with real hands-on projects and daily tasks that use social media platforms to promote and manage COSTA MEDIA and LATINX BOSTON's brand image. We are dedicated to developing successful leaders, and we strive to make this internship as realistic and informative as possible.

The Social Media Manager will be responsible for developing and administering creative social media content designed to engage users and create an interactive relationship between consumers and the company. The successful candidate will also be required to collect and review social media data to develop more effective campaigns.

Job Duties and Responsibilities:

- Build a following and monitor the COSTA MEDIA and LATINX BOSTON social media accounts
- Moderate comments across social media profiles
- Create weekly and monthly editorial calendars to promote company brands on various social media sites for engagement in campaign events.
- Support marketing team at live and online events.
- Assist with long-term needs of COSTA MEDIA and LATINX BOSTON social media strategy and offer analysis to the management team of any necessary updates to the digital marketing plan.
- Help develop strategies for capturing target audience and current customer engagement.
- Maintain, post, and update social media profiles such as Facebook, Instagram, LinkedIn, Snapchat, and Twitter accounts with appropriate and appealing content.
- Create and distribute content such as blogs, infographics, videos and press releases on social media and traditional news outlets
- Track social media engagement to identify high-performing ideas and campaigns for scalability
- Bilingual English and Spanish, preferred

Qualifications and Education:

- Advanced knowledge of popular social media platforms from a brand perspective
- Excellent written and verbal communication skills
- Highly organized
- Ability to project prioritize and meet deadlines
- Bachelor's degree or currently enrolled in an accredited college or university in marketing or related field of study
- The internship will range from September 15, 2021 – March 15, 2022

About COSTA MEDIA BOSTON LLC

Costa Media Boston LLC is a Hispanic owned broadcasting company, with a management team that has over 50 years of experience in radio programming, marketing, and sales. Our Mission is to super serve the Latino communities in Massachusetts by introducing a new format that is inclusive with a MIX of Latin Pop and Latin Urban Music. WCCM has been serving the Hispanic community in Boston for over 20 years and our goal is to continue that tradition with radio that entertains and informs the community through music, news, and live sports. WCCM is the home for the Boston Red Sox.