**Job Title:**

Social Media Manager

**Job Description:**

Looking for self-starter with experience to expand social media platform for author of humorous cookbook. Intern will be expected to maintain and grow existing platform, in other words, improve numbers on Facebook, Twitter, website and blog. Intern will be expected to set up and grow an Instagram account. Intern will be expected to monitor and improve effectiveness of activity, specifically, he/she should be able to maximize SEO of website (GoDaddy) in order to improve traffic, and improve ratio of followers to following on Twitter. Intern should have strong, fresh writing skills and be able to build rapport with bloggers in similar spaces with the goal of inspiring reciprocation to author’s blog.

**Intern will be expected to:**

- Maintain an active and exciting daily presence on Facebook and Twitter, including links to relevant/fun/original/funny articles, blogs, pictures and video.

- Post new material (some of which will be provided by the author) on blogs and website at least once a week -with links on Twitter, FB & Instagram.

- Research conferences and other events relating to food or humor

- Pitch the author to conferences and other relevant events relating to food or humor

- Set up and maintain presence on instagram (some images provided by the author)

- Promote book readings &/or events for book clubs, women’s groups, etc.

- Be proficient in: Facebook, Godaddy, Twitter and Instagram.

Applicants should send a resume as well as a cover letter explaining why they’re the ideal candidate for the position to cindy@hungrylovecookbook.com.