



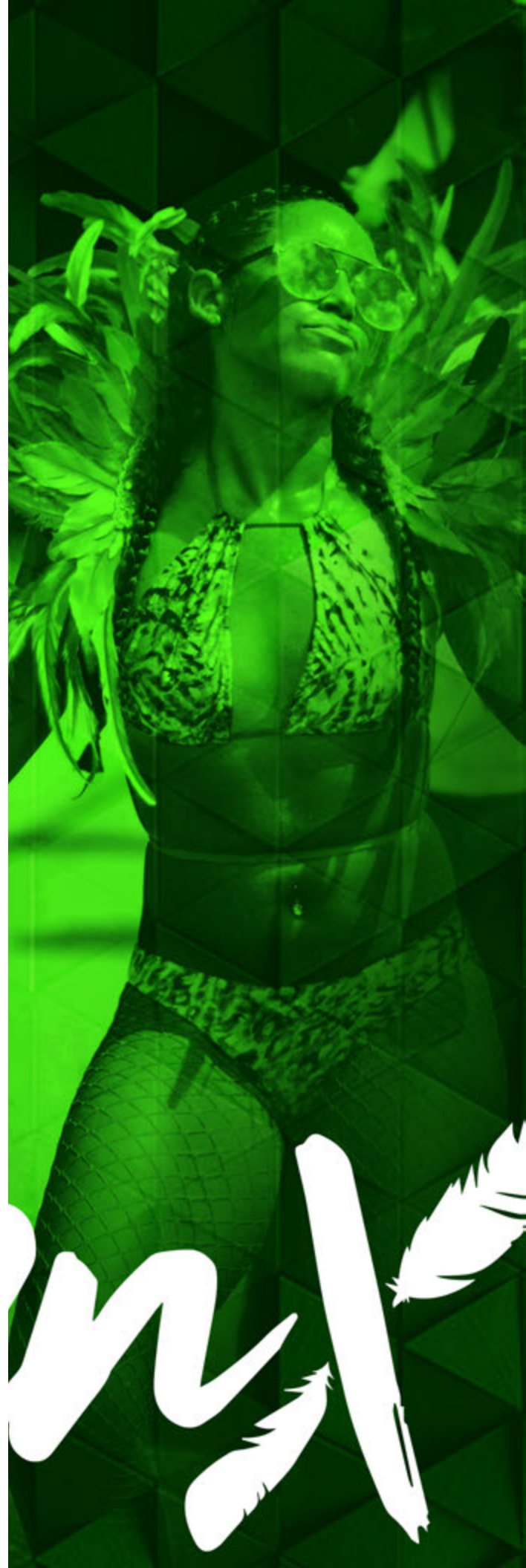
TITLE **MARKETING AND SOCIAL MEDIA INTERN**

PRINCIPAL DUTIES AND JOB RESPONSIBILITIES:

- Complete biweekly creative marketing project
- Utilize Instagram, Facebook and other social media accounts to engage audience and share brand messages. This includes weekly posts related to advertising or general questions and answers about GenX
- Drive customer acquisition and brand engagement by attending and presenting at on and off campus social events like CSA meetings or tabling where allowed
- Distribute giveaways provided by GenX inclusive of T Shirts, Stickers, Event tickets and glasses
- Serve as a liaison/ person of contact for GenX in assigned community and communicate with potential masqueraders
- Attend biweekly virtual team meetings to report feedback and interactions to committee head

REQUIREMENTS:

- Any major is welcome to apply however Marketing/Communications, Public relations Business or similar academic background is preferred
- Caribbean background or influence
- Excellent oral and written communication skills
- People-oriented, self-motivated & approachable personality
- Public Instagram account with a minimum of 1,000 followers
- Excellent knowledge of Facebook and Instagram. Must be familiar with social media, memes and other trends related to marketing.



BENEFITS

- 1 free Miami carnival backline costume
- Opportunity to be chosen as the GenX representative at partner carnivals in different countries inclusive of flight, accommodation & costume
- College recommendation letter
- Access to GenX events
- Tiered incentive program for Jouvert & mas package sales through personalized link
- GenX merchandise
 - 1 Polo
 - 1 T-Shirt
 - 1 Cap
 - 1 Lanyard

APPLICATION PROCESS

1. Application form
 - a. Name
 - b. Phone number
 - c. Email
 - d. Address
 - e. College
 - f. Major
 - g. Social media usernames
 - h. Nationality
2. Submit the following with completed application form
 - a. Resume
 - b. 2 non filtered pictures
3. Video interview

AREAS OF INTEREST

- Tallahassee (FAMU, FSU)
- Gainesville (UF)
- Orlando (UCF)
- Daytona (ERAU, Stetson, BCU)
- Tampa (St Leo, USF, UT)
- Broward (FAU, Nova)
- Miami (MDC, Barry, St Thomas, FMU, JWU, UM, FIU)

APPLY @
www.GenXCarnival.com
Or Find us on Social Media @GenXCarnival

