


JOB TITLE:	Summer Marketing Intern	TERM:	May 7th 2018 - Aug 31st 2018
DEPARTMENT/TEAM:	Marketing and Member Services	EMPLOYMENT TYPE:	Part-time
LOCATION:	1715 I St., Sacramento CA 4415 Granite Dr #200, Rocklin CA	TRAVEL REQUIRED:	Applicant has own transportation preferred
PAY:	\$11.00 / hr	POSITION TYPE:	Non-exempt
REPORTS TO:	Marketing Strategist	DATES:	July 1st - September 30th 2018
OVERVIEW	<p>Hacker Lab is a community of makers, builders, inventors and interesting people with Coworking/Makerspaces located in Sacramento and Rocklin. Hacker Lab is a grass roots startup focused on growth marketing tactics, lean strategies, and social driven campaigns. Hacker Lab is seeking an applicant who can assist with marketing deliverables such as but not limited to: copywriting for web, social media campaigns, and content development. This position is intended for someone who wants to learn the ins-and-outs of marketing for startups through both one-on-one mentorship and self-driven problem solving.</p>		
RESPONSIBILITIES	<ul style="list-style-type: none"> ■ Assist with copywriting for social media, website, and marketing collateral ■ Assist in monitoring social media engagements: Meetup, Facebook, Instagram, Twitter ■ Assist in developing content for social media: Facebook, Instagram, Twitter ■ Assist in managing Facebook events calendar ■ Assist in managing an image database ■ Assist in creating short videos for social media 		
SKILLS	<p>Required:</p> <ul style="list-style-type: none"> ■ Excellent written and verbal communications skills ■ Impeccable attention to detail, aesthetics, and execution ■ Familiarity with social media platforms: Facebook, Meetup, Twitter, Instagram, LinkedIn ■ Familiarity with Google Suite, specifically working on: Google Sheets, Hangouts, and Docs ■ Ability to work both with guidance and independently ■ Good technical communication skills (asking specific questions as opposed to being vague, using correct terminology) ■ Has own, reliable, transportation (tasks may be split between Sacramento and Rocklin locations) <p>Bonus:</p> <ul style="list-style-type: none"> ■ Has experience creating short video content for social media ■ Has experience with design concepts, visual aesthetics, and graphic design ■ Has experience with photography and can share a portfolio <p>Preferred:</p> <ul style="list-style-type: none"> ■ Majoring in English, Communications, or Marketing ■ Majoring in Visual Design, Graphic Design, Multimedia Design, or Film 		
ADDITIONAL NOTES			
<ul style="list-style-type: none"> ■ <i>Estimating 2 - 3 days per week, 3-5 hours each day, scheduling is flexible.</i> ■ <i>Position perks include Free Hacker Lab All-Access Membership and discounted classes, during internship duration.</i> ■ <i>Check us out at https://hackerlab.org</i> 			
Reviewed By:	N/A	Date:	N/A
Approved By:	Eric Ullrich	Date:	6/18/2018
Last Updated By:	Crest Saechao	Date:	6/18/2018

APPLICATION FOR EMPLOYMENT

FULL NAME		PHONE NUMBER	
ADDRESS		EMAIL ADDRESS	
CITY, STATE, ZIP CODE		DATE AVAILABLE	
POSITION APPLIED FOR	Summer Marketing Intern	LEGALLY ELIGIBLE TO WORK IN USA?	<input type="checkbox"/> Yes <input type="checkbox"/> No
AVAILABILITY	<input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday <input type="checkbox"/> Thursday <input type="checkbox"/> Friday <input type="checkbox"/> Saturday <input type="checkbox"/> Sunday Please indicate what times per available days below: _____ _____ _____	HIGHSCHOOL	Name: _____ _____ <input type="checkbox"/> Yes (Date: _____)
		COLLEGE	Name: _____ _____ <input type="checkbox"/> Expected to Graduate (Date: _____)
PREVIOUS EMPLOYMENT	Please attach resume		
EDUCATION <small>PLEASE SELECT ALL THAT APPLY</small>	<input type="checkbox"/> Majoring in English or Comparative Literature, <input type="checkbox"/> Majoring in Visual Design, Graphic Design, Multimedia Design, or Film <input type="checkbox"/> Majoring in Business, Marketing, or Communications		
SKILLS & EXPERIENCE <small>PLEASE SELECT ALL THAT APPLY</small>	Strong written and verbal communications skills <input type="checkbox"/> Familiarity with social media platforms: <input type="checkbox"/> Facebook <input type="checkbox"/> Meetup <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> LinkedIn <input type="checkbox"/> Snapchat <input type="checkbox"/> YouTube <input type="checkbox"/> Reddit <input type="checkbox"/> Familiarity with web and social media analytics tools: <input type="checkbox"/> Facebook analytics tools <input type="checkbox"/> Instagram analytics tools <input type="checkbox"/> Google analytics tools <input type="checkbox"/> Familiarity with Google Suite, specifically: <input type="checkbox"/> Google Sheets <input type="checkbox"/> Google Drive <input type="checkbox"/> Google Documents <input type="checkbox"/> Google Slides <input type="checkbox"/> Familiarity with content scheduling tools: <input type="checkbox"/> Buffer <input type="checkbox"/> Hootsuite <input type="checkbox"/> Sprout Social <input type="checkbox"/> OnlyPult		

	<ul style="list-style-type: none"> <input type="checkbox"/> Familiarity with web based tasks management tools: <ul style="list-style-type: none"> <input type="checkbox"/> Trello <input type="checkbox"/> Basecamp <input type="checkbox"/> Asana <input type="checkbox"/> Has experience with design concepts, visual aesthetics, and graphic design <ul style="list-style-type: none"> <input type="checkbox"/> Adobe Photoshop <input type="checkbox"/> Adobe Illustrator <input type="checkbox"/> Adobe InDesign <input type="checkbox"/> Adobe Premiere Pro <input type="checkbox"/> Canva <input type="checkbox"/> Has experience with photography <ul style="list-style-type: none"> <input type="checkbox"/> Digital photography <input type="checkbox"/> Film photography <input type="checkbox"/> Ability to work both with guidance and independently <input type="checkbox"/> Good technical communication skills (asking specific questions as opposed to being vague, using correct terminology) <input type="checkbox"/> Has own, reliable, transportation (tasks may be split between Sacramento and Rocklin locations) <input type="checkbox"/> Has experience creating short video content for social media <input type="checkbox"/> Has experience searching for and locating free and relevant stock images
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QUESTIONS SEGMENT Please answer all of the questions below to the best of your abilities. All answers should be between two to five sentences. Please be articulate, detailed, and critical. If needed, you may attach your answers on a separate document.

<p>Q 1:</p> <p>ASSESS THE QUALITY OF THIS IMAGE:</p>		<p>A 1:</p> <p>EXPLAIN YOUR ANSWER:</p>	<ul style="list-style-type: none"> <input type="checkbox"/> High Quality <input type="checkbox"/> Good Quality <input type="checkbox"/> Average Quality <input type="checkbox"/> Poor Quality
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<p>Q 2:</p> <p>WHICH BLURB IS BEST FOR SOCIAL MEDIA?</p> <p><i>KEEP IN MIND, THE GOAL WITH THIS POST IS TO SELL TICKETS TO</i></p>	<p>A. Join us for welding at Hacker Lab! (Embed link to website) #welding #makers #hackerlab</p> <p>B. Just 2 spots left for Intro to MIG Welding this Wednesday at Midtown Hacker Lab. Sign up ASAP to reserve a seat. (Embed link to class)#welding #makers #hackerlab</p>	<p>A 2:</p>	<ul style="list-style-type: none"> <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D
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<p>A WELDING CLASS.</p>	<p>C. Sign up for MIG Welding at Hacker Lab and gain access to our Welding Fabrication Lab! (Link to calendar) #welding #makers #hackerlab #metalfablab</p> <p>D. Hacker Lab’s Metal Fabrication Lab is loaded with everything you need to start welding. Sign up for a class, today! (Link to calendar)</p>	<p>EXPLAIN YOUR ANSWER:</p>	
<p>Q 3:</p>	<p>Hacker Lab is running an event. Hacker Lab wants you to live broadcast the event onto social media. After reviewing Hacker Lab’s social media platforms, which platform will be better for reaching the most people during a live broadcasting?</p>	<p>A 3:</p> <p>EXPLAIN YOUR ANSWER:</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Facebook Live <input type="checkbox"/> Twitter - Live Tweeting <input type="checkbox"/> Instagram Stories <input type="checkbox"/> Snapchat <input type="checkbox"/> YouTube