



# Social Media and Marketing Intern

<b>Job Type:</b>	Intern/ Part-time
<b>Compensation:</b>	Hourly/ No Benefits
<b>Region:</b>	Washington, DC/ Maryland/ Virginia

**Company Overview** — 7 and M Development, LLC specializes in the acquisition, development, and relocation of residential and commercial real estate within our urban and suburban communities. We are a best-in-class real estate developer, targeting attractive returns to investors through sustainable community growth to ensure long term success. Our deep and holistic understanding of local markets, development trends, and consumer behavior stems from our curious nature and genuine desire to get to know the community, and it doesn't hurt that we are Washington, DC natives. Through extensive research, targeted strategy and our dedicated team, we can transform and cultivate communities and neighborhoods into more inclusive, sustainable, and progressive places for now and for future generations.

**Primary Purpose of Position** — Seeking a self-motivated and enthusiastic social media and marketing intern to join small business to provide creative ideas and solutions to expand presence and visibility. Great opportunity to grow with a growing business. If you are an ambitious individual who wants to build a career in social media and marketing, then we want to work with you.

## Responsibilities:

- Assist in developing, implementing, and managing our branding/marketing/social media strategy
- Establish and monitor social media KPIs
- Work with copywriters and designers to ensure content is informative and appealing (website, marketing, collateral, blog, and social media)
- Create original posts and schedule them to social media accounts, while providing community management skills that will help grow the brand and create social media engagement.
- Perform market analysis and research for clients, property and company
- Organize marketing strategy
- Create and present reports to CEO and other team members
- Write and edit content for RFQ/RFP responses, client reports, communication, and project reports
- Monitor google alerts
- Research branding strategies and certifications that will assist the company in being the most marketable.
- Contribute to creation of mock ups, storyboards, email campaigns, and social media
- Identify emerging industry trends in graphic design/social media requirements

## Qualifications:

- Ability to work in small business environment
- Detail-oriented, organized, passion, and ability to multi-task efficiently and accurately
- Self-starter who can take direction and work independently when required
- Proven leadership, analytical, and entrepreneurial skills
- Excellent knowledge of Facebook, Twitter, LinkedIn, Instagram, and other social media best practices
- Excellent oral, graphic, and written communication and presentation skills
- Proficient in Microsoft Office and Canva
- Critical thinking and problem-solving skills
- Solid understanding of different marketing techniques especially for small businesses
- Familiar with Google Analytics and SEO analytic systems
- Good time management skills
- Interested in real estate, preferred
- Pursuing degree in Marketing, Communications, Business or other related degree. Prefer junior or senior in undergraduate or graduate level from accredited university.

Rate and schedule will be determined based on experience. Interns must have their own laptops.

7 and M Development, LLC is committed to hiring and retaining a diverse workforce. We are an Equal Opportunity Employer, making decisions without discrimination on the basis of race, color, religion, sex, national origin, age, veteran status, disability, sexual orientation, genetic information or any other protected class in accordance with applicable law.

If interested and qualified, send resume and cover letter to [info@7andM.com](mailto:info@7andM.com). Subject titled – Social Media and Marketing Intern.

**7 AND M DEVELOPMENT, LLC**

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