



Dr. Peace Lily is a rapidly growing health and wellness company specializing in supplements and is seeking a passionate individual who understands the importance of plant medicine, holistic healing, and has experience with social media marketing. We are looking to add depth with a candidate who can think outside of the box, contribute fresh ideas for our brand campaigns, and can keep up with all the changes rapidly occurring with the different social media platforms. The ideal candidate is familiar with social media marketing, comfortable with being in front of the camera for Instagram and Tiktok, and knows email marketing.

THE ROLE

The ideal applicant will possess strong knowledge of the digital media landscape, including various social media sites such as Tiktok, Facebook, and Instagram. The successful candidate will be responsible for contributing to social media projects, monitoring and posting on social networks on a daily basis, participating in online outreach and promotion, and analyzing social media performance metrics.

HOURS

Hours are flexible with the student's schedule and this will be a remote position.

RESPONSIBILITIES

- Create engaging social media content for feeds and stories on Tiktok, Facebook, and Instagram.
- Create and implement email marketing campaigns
- Uploading weekly blogs on the website
- Develop content calendars on a weekly and monthly basis for the company brand
- Monitor analytics to identify viable ideas, what's working, and where to improve
- Engage with followers and build a community

QUALIFICATIONS

- Excellent oral and written communication skills
- Must have experience with social media or email marketing
- Self-starter who is able to think quickly and creatively
- Knowledge of Canva
- In-depth working knowledge of Instagram, Tiktok, and email marketing
- Experience with social media analytics, including Google Analytics and Facebook Insights
- Strong visual for what makes an image compelling and a creative soul
- Must have a personal Instagram and Tiktok account.

To apply for an internship please email najifa@drpeacelily.com with your resume and a cover letter.