



for little citizens of the world

Position: Social Marketing Intern

Location: Potrero Hill, San Francisco, CA

Who Are You? Do you love to write? Are you curious about the world? Do you love to travel? Do you have an eye for design? A passion for fashion? Are you engaged in social media already? Blogs, Facebook, Twitter, YouTube, Polyvore, etc?

What's the scoop? We have a three-month paid internship opportunity for someone who answers yes to all of these questions. We want to see if going deeper and wider into social media can give Tea an opportunity to engage with our customers more closely. At the end of the internship, we will evaluate if we should make social marketing a full-time opportunity. Reports to Director of Marketing.

Who Are We? We're Tea. We go there. Across the globe. And across the street. Turning our experiences into original designs of unique beauty, timeless style and easy comfort. Tea designs, creates and shares unique, modern and consummately wearable clothing for children and women. Distinct apparel collections that express and embody our journey of discovery around the world. The assortment is found in our seasonal catalogs, our website (teacollection.com) and hundreds of specialty stores including Nordstrom, Bloomingdale's, and high-end boutiques.

Responsibilities:

- * Write daily postings for the Tea blog. Short and sweet is best. Being and feeling on brand and on strategy are critical (we'll fill you in, but a intuitive sense is a big asset). Pictures are important and videos can add an extra dimension too
- * Develop list of blogs related to Tea: parenting, travel, and design (and others as relevant)
- * Develop relationships with other blogs with innovative and proven strategies and tactics like contests, reviews, giveaways, guest blogging, etc
- * Develop and activate ideas for customer engagement in our community through the blog, Facebook, YouTube and Twitter
- * Manage and conduct educational webinars for our B2B channel
- * Manage social media channels including Twitter, Facebook and YouTube
- * Measure and report on SEO and sales results
- * Stay up to date on new social media tools, best practices and how other organizations and companies are using them. Help the company continue to be an early adopter and successful user of these technologies.

Requirements:

- * Passion for social media (avid blog reader, Facebook user, etc)
- * Creative writing skills
- * Eye for design
- * Intuition for what people like and how to "connect" with people (especially in social media)
- * Natural interest in staying up to speed on the latest and greatest use of social media
- * Computer skills including Word, Excel, and PowerPoint
- * Excellent interpersonal and communication skills
- * Exceptional work ethic and drive to learn
- * Knowledge of web design, graphic design, html authoring tools is a plus.
- * Own computer

What you will learn and experience:

The intern has the opportunity to work day to day with an exceptionally strong team with expertise in online marketing, (SEM, online advertising, affiliate programs), SEO, branding, consumer marketing, and ecommerce. In addition, the intern will learn about merchandising, fashion, and life at a high-growth, fun company.

Work location/hours/eligibility:

Full time (M-F) on-site in offices based in San Francisco's sunny and thriving Potrero Hill neighborhood. Three month internship at \$10-15/hour DOE. Candidate must be eligible to work in the USA (no H1 sponsorship).

To Apply: Send your resume and cover letter to jobs@teacollection.com with Social Marketing Intern in the subject line. Include list of 2-3 blogs you read regularly and 3-5 retailers that you believe are executing a successful social marketing strategy. Include relevant samples of written work/portfolio. Show and tell us what makes you tick, and how and why we'll both thrive with you in this position.

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