



OKLAHOMA
ELECTRIC
COOPERATIVE

JOB TITLE:

Social Marketing Intern

DEPARTMENT:

Marketing and Member Relations

JOB SUMMARY:

The Social Marketing Intern collaborates with the Manager of Marketing and Member Relations and the Editor and Media Specialist to create dynamic content for OEC's social media platforms, including Facebook, Twitter, Instagram, YouTube and LinkedIn.

The Social Marketing Intern's responsibilities include:

- Creating and distributing compelling content such as posts, Stories, Reels, infographics, videos and promotion of OEC programs that align with the established editorial calendar
- Tracking social media engagement to identify high-performing ideas and campaigns for scalability
- Performing social media marketing research
- Assisting in responding to comments and direct messages on social media platforms
- Brainstorming and researching ideas for original content
- Writing social media captions that speak to OEC's target audience
- Helping create and edit short-form videos
- Developing new strategies for increasing engagement
- Ensuring brand messaging is consistent

TERMS:

The Social Marketing Intern position will be compensated in the form of course credit hours at the student/intern's college or university.

TO APPLY:

Interested applicants may email the following materials to brianna.wall@okcoop.org:

- Resume
- Cover Letter
- Portfolio of work