

Social Media Marketing Intern

The Hatchery, Emory Center for Innovation, is seeking a creative and organized student to support our social media marketing efforts during the academic year. This role is ideal for a student looking to build a career in marketing, communications, digital media, or branding—and who wants hands-on ownership of strategy and execution.

The Social Media Intern will take the lead on our Instagram presence, while contributing to our LinkedIn content strategy. It is an opportunity to develop campaigns, grow engagement, and tell the story of how student innovators are shaping the future through ventures and bold ideas.

The social media intern will also receive training and guidance in branding and marketing best practices, ensuring they will have a well-rounded understanding of the marketing field.

Key Responsibilities:

- Manage and grow The Hatchery's Instagram presence through consistent, engaging content
- Collaborate with Hatchery staff to plan and schedule posts that align with programming and storytelling goals while staying true to The Hatchery's brand guidelines
- Coordinate content that may also be adapted for LinkedIn, ensuring cross-platform consistency
- Track engagement and suggest opportunities to improve reach and interaction
- Capture and curate content (photos, graphics, short videos) from Hatchery events and programs
- Create content that can be scheduled during times when there are no Hatchery activities happening (holidays and breaks)
- Support other marketing initiatives as needed

Qualifications:

- Prior experience managing social media for a business, nonprofit, or campus organization
- Strong writing and visual storytelling skills
- Proficiency with Instagram tools, trends, and analytics
- Basic graphic design/photo/video editing skills (Canva, Adobe, or similar)

- Familiarity with LinkedIn or professional content strategy is a plus
- Self-starter with attention to detail and ability to meet deadlines
- Must be available to attend events in person

What You'll Gain:

- A meaningful role that builds your resume and portfolio
- Direct mentorship from Hatchery staff with marketing and startup experience
- Experience using content strategy to tell brand stories and engage an audience
- Opportunities to stretch your creativity and try new formats
- A front-row seat to Emory's most exciting student-led innovation work

Compensation

\$18 per hour up to 15 hours per week

Schedule

Approximate Start Date: August 27, 2025

Approximate End Date: May 8, 2026

Daily / Weekly Schedule: TBD with a minimum of 5 hours a week working from The Hatchery space.