

Sherpa Outdoor Products / Sherpa Hunting

Sherpa Outdoor Products is an ecommerce manufacturer that designs, builds and sells a range of products for outdoor enthusiasts. Products are sold on Amazon, ETSY, SherpaHunting.com as well as other ecommerce platforms.

Internship Summary

This internship is designed for high school students seeking experience in a growing, ecommerce company and excited to learn about the day-to-day operations of a marketplace website. The right candidate will actively participate in the social media strategy by curating original content for Sherpa's social media platforms. An understanding of Facebook and Instagram is necessary as well as experience with YouTube and other channels. You will learn about business metrics and help to shape the direction of Sherpa's social media marketing strategy.

Typical Duties and Responsibilities

- Creation and management of social media content calendar
- Generate content for 3-5 posts per week
- Topic development & copywriting
- Participate in creative brainstorming sessions
- Design and copywriting independently
- Sourcing and creating relevant creative and photography for posts
- Assist with graphic design
- Scheduling posts in advance using various tools
- Executing & delivering projects on deadline
- Tracking status of projects

Required Soft Skills

- Positive attitude and a desire to learn and contribute
- Creative personality that is focused on generating results
- Flexible and able to work autonomously as well as a part of a team
- Self-starting problem solver and independent thinker
- Problem solver who is customer service minded

Additional Skills

Candidates with experience in Adobe Creative Suite, Gmail, Microsoft Office, HTML or CSS preferred.

Compensation

This is a paid internship, and the appropriate candidate will earn \$9.00 per hour and work around ten hours per week.