



## Internship - Social Media & Digital Content Coordinator

Come join the Zesa Wellness Team!

Zesa is a corporate wellness start-up providing mindfulness, meditation and yoga programs to organizations and in the workplace. Zesa is looking for a Social Media Coordinator to coordinate and manage our social media platforms. Under the supervision of one of our leaders this role will assist in creating, planning, and posting of content, as well as, engage with followers. If you love social media and would like to work with a company that's number one priority is helping people become healthier and happier then this may just be the internship for you.

### Duties

- Create 5 posts each week that are educational and engaging
- Develop content calendars 2 weeks in advance for Instagram, Facebook, LinkedIn, and Twitter)
- Develop 1 -2 campaigns
- Respond & interact with followers through comments, messaging, etc.
- Monitor analytics with social media team to identify viable ideas
- Assist in brainstorming promotional (campaign) ideas for company
- Document original images and videos to be used in promotional content
- Adjust originally produced content to fit each social platform's use for optimized engagements
- Provide weekly report on all social media platforms
- Weekly meeting with leader(s) to discuss stats and brainstorm
- Review and update Standard Operations Procedures (SOPs) as needed
- Utilize your creativity!

### Requirements

- In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, Pinterest and Google+
- Experience with social media analytics, including Google Analytics and Facebook Insights
- Basic knowledge of Photoshop or comparable photo editing software
- Basic knowledge of Hootsuite

Location: Remote

Hours: Flexible - 10 hours per week for 12 weeks (120 hours total)

3 credit hours

Deadline for Applications: January 2, 2021

[www.ZesaWellness.com](http://www.ZesaWellness.com)

@ZesaWellness.com



[TO APPLY email: hello@ZesaWellness.com](mailto:hello@ZesaWellness.com)

## ABOUT US

Zesa Wellness holds that a balanced lifestyle is the key to overall well-being and happiness. Zesa, in Sanskrit, means balance. We believe health is wealth and happiness is success. Through the practice of meditation, yoga, and mindfulness we are able to experience numerous physical, mental, and psychological benefits that permeate throughout our daily life. Zesa offers customizable, convenient, and affordable evidence-based mindfulness programs for corporate and private clients. We bring Zesa to you!



### SERVICES

Single Sessions  
Course Series  
Express Series  
Workshops  
Express Workshops  
Seminars  
Retreats  
One-on-one

### CLIENTELE

Executive Leadership  
Corporate Employees  
Healthcare Professionals  
Teachers & Professors  
Veteran & Active Duty  
Government Agencies  
Individuals & Groups  
Private Organizations

### PERSONAL BENEFITS

Improve Mental Health  
Reduce Stress  
Increase Vitality  
Improve Relationships  
Boost Strength  
Increase Flexibility  
Weight Management  
Pain Management

### COMPANY BENEFITS

Promote Work-Life Balance  
Decrease Healthcare Costs  
Boost Morale  
Less Turnover  
Increase Productivity  
Reduce Sick Days  
Decrease Burnout  
Promote Innovation

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[@ZesaWellness](https://www.instagram.com/ZesaWellness)



ZESA WELLNESS



**balancing** mind+body

meditation yoga mindfulness