

COMME / HOMME

Job Title: Digital Marketing Intern

Location: Remote

Duration: Semester Internship

Company Overview:

Comme Homme is a tech-enabled men's personal care brand bridging the gap between personal care and mental wellness. We utilized augmented reality technology, community-driven stories, and specialty scalp care products to inject confidence into the hair loss journey. Nearly 50M men deal with hair loss in the United States alone and often that hair loss journey is characterized by anxiety, embarrassment, and even depression. Our mission is to remove the stigma around hair loss and help men embrace their natural evolution. Effectively, we are turning Bald to Bold.

We are looking for a motivated and creative Digital Marketing Intern to join our team and help us achieve our marketing goals. This internship offers a unique opportunity to gain hands-on experience in digital marketing while contributing to the growth of our brand.

Position Summary:

As a Digital Marketing Intern, you will play a crucial role in managing our social media presence on Instagram, Twitter, and TikTok. You will be responsible for generating content ideas, producing engaging content, scheduling posts, engaging with our followers, identifying potential creators/influencers, performing influencer outreach, and nurturing ongoing influencer relationships. This role provides exposure to various aspects of digital marketing, including content creation, social media management, influencer marketing, and analytics.

Key Responsibilities:

- **Content Creation:** Develop creative and compelling content ideas for Instagram, Twitter, and TikTok that align with our brand's voice and objectives.
- **Content Production:** Create and edit multimedia content, including images, videos, and graphics, to be shared on social media platforms.
- **Content Scheduling:** Plan and schedule social media posts using social media management tools to maintain a consistent posting schedule.
- **Engagement:** Engage with our followers by responding to comments, messages, and mentions on social media platforms to build a loyal community.
- **Influencer/Creator Marketing:** Identify potential influencers/creators who align with our brand, perform outreach, negotiate partnerships, and manage ongoing relationships.
- **Analytics:** Monitor and analyze social media performance metrics to provide insights and recommendations for optimization.
- **Trend Analysis:** Stay updated on industry trends and emerging social media platforms to suggest new strategies and opportunities.

Qualifications:

- Undergraduate student pursuing a degree in Economics, Marketing, Communications, Business, or a related field.
- Strong interest in digital marketing, social media, and influencer marketing.
- Excellent written and verbal communication skills.
- Proficiency in using social media platforms (Instagram, Twitter, TikTok) and social media management tools.
- Creative thinking and the ability to generate innovative content ideas.
- Basic knowledge of graphic design and video editing tools is a plus.
- Strong organizational and time management skills.
- Ability to work independently and collaborate effectively within a team.
- Enthusiastic and eager to learn about digital marketing trends and strategies.

Benefits:

- Gain hands-on experience in digital marketing and social media management.
- Work closely with a supportive and collaborative team.
- Receive mentorship and guidance from experienced marketing professionals.
- Opportunity to make a real impact and contribute to the company's growth.
- Networking opportunities within the digital marketing industry.

How to Apply:

Interested candidates should submit their resume, a cover letter explaining their interest in the role, and any relevant portfolio or examples of previous digital marketing work to kene@commehomme.com]. Please include "Digital Marketing Intern Application" in the subject line.