

Real Estate Social Media Marketing Intern

Description:

Dutton and Associates is seeking a highly motivated, creative individual with a passion for real estate and social media to join our team as a Real Estate Social Media Marketing Intern. This role is perfect for someone who wants to gain hands-on experience in digital marketing within the real estate industry, develop strong content creation skills, and learn how to effectively engage with clients and communities online.

Responsibilities:

- Create and schedule engaging content across various social media platforms (Facebook, Instagram, LinkedIn, Twitter, TikTok) to showcase properties, client testimonials, real estate tips, and company culture.
- Collaborate with the sales team to develop social media campaigns that support property listings and open house promotions.
- Analyze social media metrics to understand audience behavior and adjust content strategies accordingly.
- Engage with followers by responding to comments and messages, fostering a positive community presence.
- Stay updated on real estate market trends and digital marketing best practices to suggest innovative content ideas.

Requirements:

- Strong understanding of social media platforms and trends.
- Excellent written and verbal communication skills.
- Ability to work independently and in a team environment.
- Valid driver's license and willingness to attend events or property showings as needed for content creation.