



## Summer / Fall Intern

### Who we are

spOt's the app for cool spots! We're a team of two that set out to build spOt because we wanted a better way to share the places we love with friends, making it easier to find amazing real world experiences. We're based in Durham, and graduated from UNC in 2019.

### The role

We're looking for a marketing and analytics intern who will help us launch and grow spOt at UNC. You will be reporting directly to the cofounders, see how an early stage startup operates, gain a wide range of experience, and assume ownership over marketing a new product. Specifically, you will be responsible for coming up with a roadmap of how we launch at UNC. spOt is currently bootstrapping, so the internship will be unpaid. Because of this, the hours and work will be flexible to suit the experience you're looking for. Additionally, a strong performance could lead to a salaried full-time role with equity. If you're a creative thinker, strategic planner, and people person who's excited to learn with us, we want to hear from you.

### What you'll do

- Work with us to create a strategy to launch spOt at UNC
- Help us improve our messaging and communication as a brand
- Orchestrate on-campus outreach events
- Pitch spOt to student organizations and build relationships with campus leaders
- Analyze and provide regular reports on social media analytics and in-app data
- Plan and execute on content ideas across social media channels

### About you

- You're a UNC student who has a great feel for campus life
- You're taking classes in marketing, design, or related fields
- You have no problem taking initiative to find ways to contribute
- Ability to go deep on social media and in-app analytics
- You're personable, outgoing, and love to meet new people
- You have strong writing and storytelling skills

### Bonus

- Working knowledge of graphic / motion graphic design, video editing
- Comfortable with public speaking
- Product design or user research experience
- Living in Chapel Hill this summer

If interested, please submit your resume and a short cover letter introducing yourself and why you're interested in working for spOt, by **May 14**, to **contact@spOt.app**