



Penske Automotive Group – Student Intern Opportunity

Job Title:	Social Butterflies Intern	Job Category:	Social Media
Department/Group:	e-Commerce	Reports to:	Social Network Admin / e-Commerce Manager
Location:	Varies	Travel Required:	Limited, Intra City
Level/Salary Range:	\$10.00 / hour	Position Type:	Part Time (15 – 20 hours / week), Project Intern
HR Contact:	Kim Stanley	Date posted:	January 24, 2012
Immediate Supervisor:	Kate Tallman	Posting Expires:	
External posting URL:			
Summary:	Work within an assigned group of dealerships to gather content; including but not limited to photos, videos, employee stories, special events, etc. to be shared through various Social Network sites. Responsible for communicating with dealership employees, customers and online fans to build relationships and increase interaction. Interns will also follow-up/respond to online posts/comments as necessary.		
Submit brief letter of application and resume to:			
Attention:	Kim Stanley, HR Manager	Penske Automotive Group - Arizona	
E-mail:	kim.stanley@penskeautomotive.com	Attention: Intern Opportunity	
Subject Line:	Social Butterflies Intern	7015 E. Chauncey Lane	
		Phoenix, AZ 85054	
Job Description			
<p>Job Purpose: The Social Media Assistant will work closely with assigned dealerships to learn the best method to increase success on the Social Networks. Comparing engagement and interaction on geographic / mobile uploads versus other none dealership specific content. Intern will be expected to stay informed of changes and updates to social sites and make adjustments to strategy as needed.</p> <p>Desired Skill Set:</p> <ul style="list-style-type: none"> • Able to present ideas effectively (Strong oral and written communication skills). • Proficient in Microsoft programs (Word, Excel, PowerPoint, etc.) and Social Media sites (Facebook, Twitter, YouTube, etc.) • Academic background / interest in Communications, Journalism, Social Media. • Able to work a consistent 15 – 20 hour week during the assignment period <p>Other Employment Consideration: Applicant must be able to pass customary drug screening & background check</p> <p>Employment Dates:</p> <ul style="list-style-type: none"> • Coincides with NAU Semester Academic Calendar. There is an immediate “not for credit” internship position available from now through May 15th. 			
Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	