

Chicago Toy & Game Week

Presented by Chicago Toy & Game Group, Inc.



Social Media Marketing Internship

About ChiTAG Group

We are the Chicago Toy & Game Group, but you can call us the ChiTAG Group. November each year, we produce a week packed with events that celebrate play, and the inventors who make toys and games! The ChiTAG Group is a family of industry initiatives designed to encourage and promote the power and joy of invention in social, educational, and professional environments.

Mission: To build community through play by providing opportunities for friends, kids, family to connect with one another and experience the joy and value of play

Our offering: ChiTAG Week is the only event of its kind that brings together the public with play innovators and the media. As part of the week there are three offerings:

- Conference
- Awards
- Fair

About the Internship

You will help create and implement our social media plan and marketing calendar with focus in the following areas:

- Post our events to relevant calendar events all over internet on relevant websites
- Investigative work on the internet to further build and expand social media maven list
- Find or create compelling content for our fb, instagram, pinterest and twitter pages
- Track social media analytics. Create a plan to increase reach
- Find links to content for why play is good for you (build upon what we have)
- Ideas for how to further market our events
- Work with ChiTAG Director of Social Media or independently

Intern Philosophy: We have a wish list of projects we would like to see come to life, but we also encourage you as our prospective intern to make suggestions, to play to your strengths to collaboratively evolve the project that you will work on with us. This is a partnership to promote play and you must be a self-starter and motivated.

Timeframe: We are flexible in terms of days and hours.

Location: We are flexible with your location of work. We would like to meet once a week during your internship. We have found this way of working to deliver a better experience for our interns and the best results for the work.

Apply: [HERE!](#)

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