



Iungo World Youth Innovator Program
Iungo World & Iungo World, LLC

Business Description:

Iungo is the Latin word for together. Founded in 2020, iUNGO World combines social media with the sports world to create the first-of-its-kind world sports social media platform. From posts to live stream events, anyone in the sports world can be seen and heard. Create or find exclusive job opportunities. Promote your team or product. In a world of unlimited global talent and limited opportunities, iUNGO WORLD brings it all together.

Logo: Of the Agency/ Program



Title of the Career Path: Iungo World Youth Innovator Intern

Find Openings at: <https://www.iungoworld.org/home>

Knowledge: Skills & Abilities needed for the position (Soft/Hard/ both)

- Interest for Sports
- Willingness to & positive attitude to learn
- Videography/photography skills (if interested in that position)
- Good communication & professionalism
- Basic understanding of technology & social media

Links to your social media:

- Download our Social Media app on Apple & Android Store, find us by typing- Iungo World
- Website: <https://www.iungoworld.org/about>
- Follow us on Instagram: @iungoworld

Career Path Template (Job Position descriptions):

1. Social Media Manager Internship

- a. A Social Media Manager, or Community Manager, oversees a company's interactions with the public through implementing content strategies on social media platforms. Their duties include analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.
- b. ***Social Media Manager duties and responsibilities***
 - i. The Social Media Manager's job focuses on increasing brand awareness through the effective use of social media outlets. A Social Media Manager is tasked with several key duties, such as:
 1. *Using social media marketing tools to create and maintain the company's brand*
 2. *Working with marketing professionals to develop social media marketing campaigns*
 3. *Interacting with customers and other stakeholders via the company's social media accounts*
 4. *Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements*
 5. *Researching social media trends and informing management of changes that are relevant to the company's marketing activities*
 6. *Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs*
- c. **Social Media Manager skills and qualifications**
 - i. You will be taught and learn the below:
 1. *Social media: The ability to use social media to maintain or build a brand is necessary to be a Social Media Manager. These professionals are expected to regularly post text, video and images that engage the company's target market, follow online conversations on a company's social media accounts and solve customer concerns using social media platforms.*
 2. *Communication: Great verbal and written communication skills are essential for this occupation. A Social Media Manager must interact with writers, designers, developers and customers and report to senior management personnel. As good communicators, these professionals must identify social media events such as an interesting hashtag or a sensitive topic and share appropriate content that aligns with the company's social media strategy.*
 3. *Creativity: Crafting engaging content is an important skill for a Social Media Manager. These professionals must constantly align content with customer trends and market changes to interest and engage people.*
 4. *Technology: Computer skills, skills in using social media platforms and skills in using tools that analyze social media platforms are requirements*

for this position. A Social Media Manager must use digital technologies to meet the goals of social media campaigns.

5. *Research: Skills in learning social media trends, identifying new social media tools and finding real-time online conversations are necessary for this position. Social Media Managers must understand the trends and techniques of social media as well as the company's online presence to effectively handle social media marketing.*
6. *Time management: The skill of organizing tasks to meet*

2. Business Development Representative Internship

- i. BDRs initiate exploratory calls with prospects to see if they'd be an ideal customer. They need to know their product and service offerings inside and out so they can communicate their purpose and value to prospective customers. You will be taught and learn how to become a BSR.

b. Business Development Representative duties and responsibilities

- i. The responsibilities include:
 1. *Qualify leads from marketing campaigns as sales opportunities*
 2. *Contact potential clients through cold calls and emails*
 3. *Present our company to potential clients*
 4. *Identify client needs and suggest appropriate products/services*
 5. *Customize product solutions to increase customer satisfaction*
 6. *Build long-term trusting relationships with clients*
 7. *Proactively seek new business opportunities in the market*
 8. *Set up meetings or calls between (prospective) clients and Account Executives*
 9. *Report to the Business Development Manager on (weekly/monthly/quarterly) sales results*
 10. *Stay up-to-date with new products/services and new pricing/payment plans.*

3. Videographer/Photographer