



Internship Description

Work Site Name	Department/Position
Real Estate Marketing and Social Media Intern - ModernWest Home	Real Estate Agent Support

Brief Overview of Internship

The Real Estate Marketing and Social Media Intern will help develop informative, community-focused content for a residential real estate business serving the Denver metropolitan area. The internship will focus on helping current and future residents learn more about Colorado communities, neighborhoods, local businesses, recreational opportunities, and lifestyle amenities.

The intern will gain experience researching content, developing a content calendar, creating written and visual materials, and evaluating how different types of content perform. The goal is to create useful, authentic content that informs people about what it is like to live in different Colorado communities without relying on overly promotional real estate messaging.

The internship is expected to require approximately eight hours per week during the semester.

Internship Tasks/Projects

The intern may assist with the following:

- Research Colorado neighborhoods, communities, events, recreational opportunities, and lifestyle amenities.
- Identify new or locally owned businesses that may be appropriate for community features.
- Develop neighborhood highlights describing local character, parks, trails, transportation, restaurants, shopping, and other community features.
- Help create social media posts, short-form videos, photographs, graphics, blog content, and email newsletter material.
- Develop and maintain a semester-long content calendar.
- Assist with planning recurring content series, such as “Things to Do in Colorado,” “Neighborhood Highlights,” “Local Business Spotlight,” or “Living Near Colorado Trails.”
- Attend selected community events, business openings, or neighborhood activities when appropriate.
- Conduct brief interviews with local business owners or community members with prior approval and supervision.
- Adapt content for different platforms and audiences.
- Review basic engagement data to identify which subjects and formats are most useful to the audience.
- Organize photographs, videos, content ideas, and completed marketing materials in a reusable content library.
- Learn and follow basic real estate advertising, fair housing, copyright, privacy, and brand standards.

The intern’s primary semester project will be to develop a community lifestyle content campaign. The final project should include a content strategy, a completed collection of publishable materials, and a short presentation explaining what was created, how the content performed, and what should be continued or improved.

Internship Learning Goals (new skills/knowledge the intern will acquire)

By the end of the internship, the intern should:

- Understand how a small business develops and carries out a content marketing strategy.
- Gain experience researching communities, neighborhoods, businesses, and local amenities.
- Improve written, visual, and verbal communication skills.
- Learn how to create content for social media, email, video, and other digital platforms.
- Understand how content should be adapted for different audiences and communication channels.
- Gain introductory experience with photography, video production, graphic design, and editing tools.
- Learn how to organize a content calendar and manage projects with weekly deadlines.
- Understand how basic performance data can be used to improve future content.
- Develop awareness of fair housing requirements, copyright considerations, privacy expectations, and ethical real estate marketing practices.
- Build a portfolio of completed work that may be useful for future education or employment opportunities.

Internship Site Address and Primary Contact Information	Internship Hours Start/End Times
Remote/Virtual Drew Morris Drew@modernwesthome.com 303-929-7844	Mondays 9 am - 5 pm (flexible)
Physical requirements	Dress Code
Driving, Walking	Business Casual
Occupational/Educational Requirements (skills, certifications needed)	Age/Grade Level of Intern