



Social Media Intern

Location: Vancouver, BC (Hybrid, 1–2 office days per week)

Type: Part-time, ~17.5 hours/week (50% of a full-time 35-hour week)

Pay: \$25.00/hour

Term: Winter 2027 cohort. Start Jan 4, 2027, end May 4, 2027 (4 months), with possible extension up to May 20, 2027.

Application Deadline: November 9, 2026

About Us

Pink Cat Studio is an educational software company that creates engaging games and classroom tools to help educators make learning more joyful, effective, and accessible for every learner. We started with a simple belief: learning should feel joyful, playful, and full of possibility, and it still shapes everything we build, from the whimsy in our products to design grounded in how children learn. We stay curious, listen to the educators and students who use our products, and aim to earn trust by doing what we say and handling educators' time and students' experiences with care.

About the Role

We're looking for a creative, proactive, and organized social media intern to help grow our brand presence and build our community online. You'll work closely with our marketing team to plan, create, and publish content across our channels, and you'll get a real look at how a small business builds its voice and audience from scratch.

This is a great fit for a student who's active online, has a good eye for what makes content work, and wants to actually run social strategy instead of just posting on someone else's schedule.

What's In It for You

You'll get real ownership over a channel and its campaigns from day one, building hands-on skills in content strategy, community management, and platform-specific tactics across Instagram, TikTok, Facebook, and Pinterest, plus mentorship from our team on marketing strategy and small business operations. You'll see the direct impact of your work on how educators and students discover Pink Cat Studio, and walk away with a resume-ready portfolio of campaigns, content, and results you can point to in future job searches.

What You'll Do

- Help build and shape our social media strategy, and speak in the voice of our customer, the educators we serve
- Plan and maintain a content calendar across Instagram, TikTok, Facebook, and Pinterest
- Create graphics, short-form video, and written copy for posts, stories, and campaigns using Adobe Express
- Monitor engagement, respond to comments and DMs, and track performance metrics to suggest improvements
- Source, repost, and repurpose user-generated content, and research trends, hashtags, and competitor activity relevant to our industry



What Success Looks Like

- Your content calendar is consistently planned at least two weeks ahead, with no last-minute scrambles
- Engagement (likes, comments, shares, saves) trends upward over your term, and you can point to what you tried and what worked
- Your captions and replies sound like Pink Cat Studio, not like a generic brand account

What You Bring

Must-Haves

- Currently enrolled full- or part-time at an accredited Canadian college or university (preference for students in marketing, communications, or other creative disciplines, but any discipline/level is welcome to apply)
- Comfortable using Instagram, TikTok, Facebook, and Pinterest, plus content creation tools like Adobe Express
- Strong writing skills and an eye for visual storytelling
- Self-starter energy: comfortable proposing ideas and running with them
- Organized and deadline-driven, with the ability to juggle multiple posts and campaigns at once

Nice-to-Haves

- Experience with Adobe Express or similar design tools
- Familiarity with analytics or insights dashboards
- Experience with paid social ads
- Pinterest SEO or keyword tagging experience
- Short-form video editing experience for TikTok or Reels

Not ticking every box? That's okay. We care more about curiosity, follow-through, and genuine interest in the role than a perfect checklist. If you think you'd be great at this, tell us why in your application.

Why Pink Cat Studio Might Be the Perfect Fit for You

At Pink Cat Studio, you won't be one of a hundred interns doing rotational busywork. As part of a 4-person team, your work is visible, your ideas get heard, and what you ship actually reaches educators and students around the world. If you want a role with real creative ownership and real impact, not just a line on a resume, you'll thrive here.

Who Can Apply

- Canadian citizen, Permanent Resident, or holder of refugee status (international students are not eligible)
- Enrolled in an accredited Canadian college or university, in any discipline
- Will remain enrolled for at least the first 30 days of the internship

How to Apply

Apply through our application form: <https://forms.gle/B297ra3pY3k9d3Wj6>. You'll share your resume (maximum 2 pages), a one-page cover letter, and links to 2 or 3 pieces of content you've made (personal, school, or freelance). Questions? Email jobs@pinkcatstudio.com.