



Overview: Growing older should mean growing wiser, not lonelier. For adults over 50, existing social spheres lack meaningful opportunities for both enrichment and connection. While this problem existed before COVID-19, the isolating effects of the recent epidemic have accelerated our desire to build a solution for it. Groove gathers adults over 50 who are looking to build hard skills for hobbies and soft skills for a new phase of life. Through curated content, accessible technology, and a supportive peer-to-peer learning model, we provide a meaningful way to find camaraderie. Right now, Groove operates virtually, but once the reality of the world shifts the goal is to also host offline experiences.

Role: Content and Digital Marketing Internship

Role description: The Content Intern will support Groove's efforts to build its overall digital marketing and social media strategy, focused on the Groove newsletter and priority social media channels (e.g., Facebook and Instagram). Key projects may include: launching Groove newsletter, social media campaign management, defining the influencer landscape for older adults, etc.

Who you are:

- Passionate about the older adult population, with a deep empathy for the user
- Leads with a "hypothesis & test" approach, comfortable doing iterative mini experiments
- Nice to have: experience in copywriting, content development, and/or digital marketing

Logistics:

- Apply by emailing inwithgroove@gmail.com, along with your resume and a few sentences about your interest in the role. Please share any writing samples you feel are relevant and reflect your style.
- Harvard Business School female founders, excited about mentoring and bringing on undergraduate interns
- Duration: Desire at least 6 weeks, but flexible