Title: Digital Marketing Intern Summer 2020

Project Overview

XXX is looking for a Digital Marketing Intern to join our Content Development Team. This is a wonderful opportunity for someone looking to expand their exposure to marketing through successful campaign strategies and social media branding!

Learning Objectives

- The intern’s project will involve assisting the Content Development team by composing original, engaging content for websites, social media, blog posts, and other online platforms.
- Intern will be given on-the-job training on Google Analytics and Content Management Systems such as Sitecore and Episerver.
- Intern will learn to evaluate potential brand influencers based on research and leverage existing tools to discover user-generated content.

Desired Skills and Qualifications

- Preferably a Junior or Senior pursuing Marketing, Communications, Business, or related field
- Extensive experience with social media platforms, i.e. YouTube, Pinterest, Facebook, Instagram
- Excellent written and verbal communication skills
- Ability to learn quickly and produce high quality work in short periods of time

Supervision

The intern will work closely with the Content Development Team and report directly to the Marketing Coordinator.

Employment Duration, Work Hours, Miscellaneous

Compensation: $15 per hour. Interns may arrange for academic credit through their school, if desired.
Hours: 15-20 hours a week
Internship date: June 5 to August 12 2020. Start and end date flexible.
Housing: Interns will be responsible for securing their own housing and transportation arrangements.