



Job ID: 20402

Job Title: Digital Marketing Internship

Position Information

No of Openings:

Work Schedule:

Hours per Week: 10-15

Wage/Salary: 0

Start Date:

End Date:

Job Description: Seeking a detail-oriented, highly motivated intern interested in digital branding and marketing. Working under the direction of the Creative Director, the intern will have opportunities to assist in website content management, social media, community events, internal communications, public relations and advertising. Projects may be assigned according to the intern's interests and skills.

This is a non-paid internship, but you'll get lots of experience and a great set of references.

Primary Responsibilities:

- Evaluate and develop ideas for marketing opportunities and generating new content through multichannel platforms
- Manage social media campaign execution and scheduling including day-to-day content sourcing and creation as well as post-campaign analysis (both in-house and for clients)
- Write articles for our blog and/or client's blog
- Develop and execute email-marketing campaigns for clients and the in-studio.
- Track media attention gained from public relations efforts
- Assist in updating and maintaining the website
- Create reports from website data

- Other duties as assigned according to interests and talent. This intern will gain experience in all elements of marketing and communications efforts, including website, social media, internal communications, strategic communications, public relations and marketing.

Qualifications: Qualifications:

- Working toward a degree or a recent graduate in Public Relations, Marketing, Communication, Web or Graphic Design or any related field
- Ability to focus on the small details in a large project
- Competent and engaging writer
- Strong communication skills (oral and written)
- Strong knowledge of Microsoft Office
- Adobe Creative Suite (Photoshop, Illustrator, and or InDesign) experience preferred
- Some web design experience preferred
- Organized
- Motivated, self-starter, quick-learner
- Entrepreneurial, naturally curious spirit
- Resourceful, positive, do-what-it-takes attitude
- Good listener; works well with others
- Good with time management and won't miss a deadline

Other Requirements:

- Applicants should be available 10-15 hours per week on a regular schedule
- Needed computer equipment/software to perform job duties
- Access to internet and ability to Skype and/or Google Hangout

Positions Available: Positions are currently available for the spring semester, although we're flexible with start/end dates. Applications are accepted year-round for fall, spring

and summer semesters.

Posting Information

Job Location: Richmond, KY

Job Category:

Classification:

Majors: CMS Communications Studies, MKT Marketing, PUB Public Relations

Post Date: 01/12/2016

Expiration Date: 02/11/2016

Status: Active