

## **DIGITAL MARKETING INTERN (hybrid)**

### **Job Summary**

The purpose of this role is to assist in the planning and implementation of sales and marketing activities to meet company targets for retention, growth and profitability, and to contribute to the overall marketing efforts of the company. The Marketing intern will assist with the tasks and projects required to create leads for various digital platforms. The intern will help synthesize outside data to find potential customers, create and execute Marketing campaigns, and analyze the results of these campaigns. The intern will have the opportunity to learn about Marketing Analytics, initiate their own projects of interest, and develop communication and networking skills.

### **Responsibilities**

#### **Assist and provide support in the following areas:**

- Assist in the planning and creation of innovative marketing campaigns and messaging
- Create Marketing Qualified Leads by analyzing engagement on marketing campaigns
- Communicate project outcomes to senior management
- Content Development
- Advertising
- Digital Marketing
- Social Media
- Graphic Design
- Event Marketing
- Data management

### **Basic qualifications**

- Must be a rising college junior or senior digital marketing experience and be enrolled in a marketing, communications, media studies or journalism major
- Must be a U.S. Citizen or National of the U.S., an alien lawfully admitted for permanent residence, or an alien authorized to work in the U.S. for this employer
- Employer will not sponsor a visa for this or future positions

### **Competencies**

- Experience with Adobe products: InDesign, Photoshop, Illustrator, Premiere
- Proficient in MS Office Word, Excel, and PowerPoint
- Excellent written/verbal communications skills
- Strong organizational skills and attention to detail
- Demonstrates analytical problem-solving skills
- Takes initiative, is a quick learner, and is willing to adapt and learn new things
- Graphic design ability
- Ability to multi-task
- Ability to maintain a valid driver's license

### **Examples Of Relevant College Coursework/Majors**

- Business Administration
- Marketing
- Human Resources
- Project Management
- Finance
- Operations