



Digital Marketing Internship

Description

Innovative, fast-paced startup company growing rapidly. We are looking for a motivated individual for our Digital Marketing Intern position. The intern is expected to have an understanding of the digital marketing landscape and strong critical thinking skills. Core responsibilities of the internship include managing our Adwords and MailChimp marketing efforts, social media management, creating marketing optimization strategies and more. You will grow your skills and build your resume while gaining invaluable digital marketing experience.

This position will be approximately 30 hours per week and run from mid May through late August. This internship is designed to be credit eligible. Alternative hours may be discussed depending on the applicant. Work hours are a combination of in person meetings and individual work.

Responsibilities

- Working in a team, create and manage Adwords marketing campaigns.
- Design marketing emails on MailChimp
- Schedule and execute email campaigns
- Manage our Social Media accounts (Facebook, Instagram, Twitter, etc.)
- Seek and analyze competitor marketing and sales materials both on and offline
- Monitor and post on blogs
- Using Adwords and MailChimp data, determine the effectiveness of various marketing efforts and identify areas that require improvement
- Research and understand customer behavior as it relates to product development
- Online outreach and promotion
- Assist in the creation of signage, circulars and mock ups
- Work with a Graphics designer to ensure that emails and advertisements look professional
- Perform analysis of marketing and sales data
- Website and social media optimization
- Write press releases and other materials
- Schedule and coordinate speaking engagements and other events
- Keyword analysis

Requirements:

Applicants should be pursuing a bachelor's degree with a major in Advertising, Marketing or related field. Extensive knowledge of Web and Social Media, high proficiency with Microsoft Office, willingness to learn the basics of MailChimp and Adwords. Successful candidates should be comfortable with working in a team, have demonstrated capacity for critical thinking, analysis and attention to detail, highly motivated and capable of working with little oversight. Digital Marketing and Graphic Design experience is a plus but not required.

Omega Notes

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