

## **Digital Content + Social Media Internship**

Organization: PrivaMD, 16986 Robbins Rd., Suite 180, Grand Haven, MI 49417

Reports to: Director of Marketing

Commitment: Part Time 15-30 hours per week (flexible)

### **Position Summary:**

We are looking for a talented, motivated and driven individual to assist in building our company brand recognition and associated providers/services. The Digital Marketing + Social Media Intern will own inbound lead generation for the organization. This position is fun, fast paced and rewarding. We are seeking a bright, highly enthusiastic and personable candidate with education in digital marketing. This candidate possesses strong written and verbal communication skills and is proficient in using email marketing programs, blogs, and social media platforms (such as Facebook, Instagram, YouTube), as well as Microsoft Office, Adobe (Illustrator, InDesign, Photoshop, etc.), WordPress, etc. Our ideal candidate is passionate about graphic design, has a clean professional design style, and an exceptional eye for detail. This is an exciting position that offers the opportunity to create and manage email marketing and advertising campaigns, web updates, social media postings, and organizing promotional events.

### **Responsibilities:**

- Create compelling content that will be published on email and social media channels.
- Plan, create, and schedule email campaigns for the purpose of inbound lead generation.
- Schedule social media posts on all applicable channels at appropriate times throughout the day
- Monitor comments on all social channels and website and respond where appropriate.
- Provide weekly updates with campaign statistics.
- Stay up on digital marketing and advertising trends.
- Propose new platforms and execute your ideas.
- Identify goals and opportunities, conduct market research, benchmark and report on success with a strong attention to detail.
- Website content management
- Copywriting (blogs, ads, landing pages, etc.)

### **The Individual Must Have the Following Characteristics:**

- Comprehensive understanding of email marketing best practices and metrics
- Excellent copy writing skills
- Creative - good / modern design aesthetic and graphic design skills
- Self-starter and Problem Solver – good at thinking independently.
- Excellent verbal and written communication skills
- Detail-oriented, organized and an efficient time manager
- Proven ability to meet deadlines and be able to work under pressure.
- Able to be flexible and tolerate ambiguity while still operating effectively
- Have an interest in commerce, popular culture, and new advertising trends and techniques

- Familiarity with Constant Contact or other email platforms, G-Suite and Google Sites and or the ability to learn them are a plus!