

Job title	<i>Digital Marketing Intern</i>
Reports to	<i>President</i>

Job purpose

The Digital Marketing Intern position is intended to provide valuable experience for a college student focusing on digital marketing as a career and is responsible for purging, scanning and filing sensitive files and paperwork. The Digital Marketing Intern will plan and implement the digital marketing strategy for BioMedSA, including LinkedIn, Twitter, Facebook, Youtube, website posts, and SEO. The position will include writing and designing communications, in collaboration with the President.

Duties and responsibilities

- Plan and execute web, SEO/SEM, database marketing, email, social media, and display advertising campaigns under the direction of the President.
- Collaborate with the website maintenance/SEO team.
- Design, build, and maintain our social media presence.
- Communicate with potential sponsors and members to gain participation in events, activities, and paid advertising.
- Evaluate information received for relevance and impact prior to posting.
- Measure and report performance of all digital marketing campaigns.
- Brainstorm new and creative growth strategies through digital marketing.
- Gather information and write blogs.
- Must have “Can-Do” attitude.
- Must be able to work well on your own.
- Assist with other duties as assigned.

Qualifications

- High School Diploma Required
- Upper division in Communications/Marketing bachelor’s degree program
- Demonstrated digital marketing skills
- Experience managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns, preferred
- Experience creating and maintaining client relationships, preferred
- Self-motivated yet customer-focused
- Highly creative
- Detail oriented
- Excellent verbal and written communication skills

Learning Objectives

- Practical implementation of digital marketing skills for business purposes
- Operations in a business environment
- Evaluation of information for level of importance relevant to the organization's mission
- Consolidation of information into a high-quality blog
- Project management skills
- Customer service interaction skills

Working conditions

Office environment, flexible hours agreed upon in advance.

Physical requirements

N/A

Direct reports

N/A
