



Position: Digital Marketing Intern

Hours: 8 hours per week between Monday and Friday, 9 am – 5:30 pm

Position length: one academic term with potential to extend, starting either in summer or fall

Reports to: Digital & Marketing Manager

Applications due: Monday, May 20 by 5:30 pm

Benefits: **This is an unpaid internship.** Interns earn credit toward attendance at Northern Clay Center classes. One full-term adult class will be earned for every 3 months worked at 8 hours per week.

The Digital Marketing Intern will work closely with the [Digital & Marketing Manager](#) to assist with the execution of Northern Clay Center's communication and marketing activities. This internship provides a volunteer opportunity to gain experience in a fast paced, non-profit environment and gain connections to the Minneapolis arts community.

Primary Responsibilities of the Digital Marketing Intern:

- Perform search engine optimization, link reviews, tagging, link building, and keyword research
- Assist in reporting and data analysis to identify trends, monitor results, and recommend optimizations to digital campaigns
- Assist with content creation, including website, email, and other creative campaigns
- Assist with paid digital media campaigns as needed, including Paid Search and Social Advertising campaigns
- Create and update best practices documentation, marketing collateral, and tracking documentation
- Other duties as assigned by the Digital & Marketing Manager

Requirements:

- Must be a current college or university student or recent graduate with educational experience in marketing, business, or other relevant field
 - Experience or course work in Digital Marketing, including PPC, SEO, and Social Media channels preferred
- Must be available Monday through Friday during NCC's normal office hours (9 am – 5:30 pm) for a minimum of 8 hours /week
- Advanced computer skills, particularly Microsoft Excel, are essential
- Professional presentation, timeliness, team mentality, strong work ethic, and positive attitude
- Desired skills include: strong organizational skills, attention to detail, ability to multitask, and good communication skills
- Interest in the arts and non-profit management preferred

By the end of the internship, the student will:

- Have a foundation of technical and practical knowledge surrounding digital marketing analytics, online advertising campaign optimization, and search engine optimization (SEO). The student will learn how to create pay-per-click and search engine marketing campaigns. By the end of the internship, the student will be able to identify what components go into creating a digital strategy.

To apply:

- Send a resume and cover letter addressing your experience of SEO and digital marketing, and well as your interest in non-profit organization management, to Digital & Marketing Manager, Amanda Dobbartz at amandadobbartz@northernclaycenter.org
- Applications are due **Monday, May 20 by 5:30 pm.**