



Position: Digital Marketing Intern

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

Position length: academic year with potential to extend

Reports to: Digital and Marketing Manager

Applications due: Monday, October 8 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.

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 and Marketing Manager

Requirements:

- Must be a current college or university student or recent graduate 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 solid 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 successful 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 strong digital strategy.
- Understand analytic website reporting with Google Analytics. The Digital and Marketing Manager will train the student on the functionalities of specific metrics. The student will be able to report on these metrics and tie them into the digital strategy.
- Become a keyword research master. The Digital and Marketing Manager will guide the intern through the customer buying cycle through keyword research and analysis of keyword search intent.

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 and Marketing Manager, Amanda Dobbratz at amandadobbratz@northernclaycenter.org
- Applications are due **Monday, October 8 by 5:30 pm.**