

Digital Marketing Intern

LOCATION:	Pittsburgh, PA
STATUS:	8-10 Hours / Week
EDUCATION:	Either graduated from or currently enrolled in a Bachelor's or Master's Program at an accredited college or university
COMPENSATION:	\$500 monthly stipend; Course credit

DESCRIPTION

The Shift Collaborative internship program is ideal for someone who is interested in furthering their education and experience in the world of digital marketing. This internship will provide exposure to various aspects of digital media that may include, but are not limited to: social media, search engine marketing, organic search engine optimization, and web analytics. Learning objectives are achieved through training, observation, "learning-by-doing" with mentorship from the Shift team. As a continually evolving discipline, you will also be encouraged to stay up to date on the latest developments by reading industry-related publications and blogs.

DUTIES + RESPONSIBILITIES

- Work with team members to develop + understand digital marketing strategies that will meet client objectives
- Develop + write marketing content to be deployed across client digital media channels
- Learn SEO best practices and write meta content to support client SEO initiatives
- Create and analyze reports to identify insights that will help drive digital marketing content strategies
- Learn how to create and implement tracking code designed to measure behavior around digital campaigns
- Work with SEO tools and platforms to create keyword strategies for client websites and campaigns
- Gain experience in planning and building all funnel touchpoints for a digital ad campaign (audience targeting, ad creative, landing page creative, behavioral goal tracking)

KNOWLEDGE, SKILLS, ABILITIES

- Detail oriented with strong attention to follow-through
- Strong writing skills
- Communicate effectively in both written + verbal form
- Flexible in work functions + duties
- Ability to manage multiple tasks + meet deadlines
- Proficient in managing large amounts of data, the ability to interpret, extract meaningful insight from data
- Exceptional time management skills
- Strong teamwork skills

- Strong understanding of Google apps
- Experience with InDesign or similar page layout application a plus
- Experience with HTML, CSS, and/or Javascript coding (basic level) a plus

DISCLAIMER

The above job description is not an exhaustive list of all duties and responsibilities of the position and in no way is to be construed as a contract. As with all positions, employment is “at will” or voluntary on both the part of the organization and the team member. Employment is not for a set period of time and may be discontinued by either party for any reason with or without notice.

Shift Collaborative is an Equal Opportunity Employer.