



Example of Digital Marketing Intern Job Description

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Our company is growing rapidly and is hiring for a digital marketing intern. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for digital marketing intern

- The dissemination of company Sports breaking news and performance highlights across social channels
- Gathering data and identify trends and opportunities for growth
- Driving brand engagement
- The management of sponsored content, fan contests and promotions, including providing analytical reports and archiving status records
- Digital reports and presentations
- Assist social advertising team in QA'ing of all digital creative prior to launch proofing advertising grids for artists' channels
- Provide support to local marketers by managing all social advertising access requests for artists' pages
- Assist with copy-writing for Live Nation and artists' social channels
- Help source artist content to be used in digital campaigns and provide basic image editing of tour related content
- Assist with reporting on performance of digital campaigns as needed (spends, screenshots)

Qualifications for digital marketing intern

- Some work experience in the areas of Interactive Marketing or Online Publicity preferred
- Must have ability to handle multiple tasks

- Be majoring in either Finance (Analytics), Mathematics, Business, Research, Marketing, Communications or a directly related field of study
- Strong familiarity with YouTube platform desired
- Undergraduate Junior or Senior level course work at an accredited college/university with a major in Marketing, business or similar discipline