



# Example of Digital Marketing Intern Job Description

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Our company is growing rapidly and is looking 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

- Collaborate with Demand Creation team to develop email/nurture campaigns, relevant and actionable content, and high-touch events
- Collaborate with Demand Creation team to gather, report on and analyze campaign performance data
- Collaborate with Training and Events teams to create social media campaigns for customer training events
- Collaborate with digital marketing team to understand key initiatives and identify ways to drive consistency and increased presence across total organization
- Build upon existing systems automated dashboard reports technical setups and reporting – CRM, Website, Organic Search & Paid Search
- Research marketing dashboards and reporting tools that determine best fit for organization needs
- Partner with SEO team to build positive online reputation and integrate dashboard tools into web presence
- Setup company-wide marketing dashboard in selected tool by divisional and regional structure and have it automatically delivered on a monthly basis
- Help improve customer experience for finding, buying and using new products
- Assist with managing and marketing online communities

## Qualifications for digital marketing intern

- 1 to 2 years undergraduate education in business (marketing preferred) and enrolled in a formalized internship program
- Creative, act like an owner
- Marketing, Communications, and Social Media majors desired but not required
- Understanding of interest in digital and social media trends Photography and or journalism background a plus Basic Photoshop or Adobe Illustrator skills a plus
- Must be a fast learner, multi-tasker, independent problem solver Sense of humor and positive energy a must