



Example of Digital Marketing Intern Job Description

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Our innovative and growing company 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

- Create written and rich media content
- Gather, analyze and present marketing metrics for team to make strategic changes
- Contribute to digital marketing campaigns, working with team members and partners to create effective, efficient and creative online customer acquisition programs
- Manage operational components of digital campaign including strategy, design, implementation, tracking and measurement
- Coordinate the flow and communication of projects across internal stakeholders and external partners
- Pay-per-click advertising – analysis, optimization recommendations and hands-on development of entire user experience including ad copy, keyword universe and landing page performance
- Competitive analysis – conduct research of competitor’s online advertising initiatives, including paid search, display, paid social acquisition, native, affiliate, website content
- Work closely with marcom and product management teams to develop innovative methods and formats for communicating key product attributes and benefits across all digital channels
- Assist with developing engaging content for paid and owned digital distribution channels
- Learn landing page management platform and process, assisting staff with

Qualifications for digital marketing intern

- Sense of humor and positive energy a must
- MBA or undergraduate students in marketing or communications
- Current student pursuing an undergraduate degree
- Exceptional organizational, project, and process management skills
- Experience with story sculpting
- Be studying Engineering, Statistics, Marketing, Advertising & Propaganda, Business Administration or similar