

Intern Job Description

Digital Marketing Content Writer Paid Internship

We are seeking an intern who is looking for a diverse experience and who isn't afraid to ask too many questions and give suggestions. Upper-level English and Creative Writing majors are preferred, but if you are a Marketing/Advertising or Communications major with a background in writing and strong grammar skills, this is still the right internship for you!

SmartTouch® Interactive is a full-service real estate lead generation marketing agency, and we're looking for a person who excels at noticing the little details, is a self-starter, takes initiative, and loves writing and communications with an interest in digital marketing. You'll work closely with our SEO and Social Media experts and will complete the internship with hours of hands-on experience that will help mold you for the professional world and build out your portfolio.

...Does this sound like what you're looking for? We'd love to meet you!

A Day In the Life of a Digital Marketing Content Writer Intern

- Write/edit content for SEO optimized blog posts and social media calendars
- Assist in posting content through various platforms (e.g. WordPress or Gain (social media scheduling platform))

- Research articles and trends related to current projects
- Assist in the management of content deliverable timelines and deadlines
- Review and audit ads, landing pages, and blog posts
- Learn and implement technical and on-page optimization techniques for SEO
- Juggle multiple projects with on-going attention to detail
- Enter project information into project management system (Active.Collab)
- Build strong, lasting agency connections and references!

Qualifications

- Upper-level undergrad and graduate students studying English, writing, marketing, advertising, or related field.
- Excellent grammar skills
- Extremely organized
- Eagerness to learn
- Can stay on top of multiple ongoing projects
- Responsive to feedback
- Resourceful
- Attention to detail
- Experience in other facets of digital marketing a plus! but not required