

**Intern Job Description**  
**Digital Marketing Paid Internship**

What are you looking for in a digital marketing internship? We really want to know! We'll tell you a bit about what we're looking for in an intern and if it matches up with your ideal internship, send us your resume with a quick paragraph about why you find digital marketing interesting, or just plain fun.

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 wants a fully-rounded internship experience. You'll work closely with our VP of Digital, SEM, SEO, Social, and Content experts and will complete the internship with hours of hands-on experience that will help mold you for the next step in your education and career. We're a small company with a high bar, but we want you to learn and succeed, or we won't succeed either.

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

**A Day In the Life of a Digital Marketing Intern:**

- Assist in the management of digital marketing deliverable timelines and deadlines
- Review and audit ads, landing pages, and blog posts
- Learn and implement technical and on-page optimization techniques for SEO
- Learn how to setup audiences and targeting inside Facebook Ad campaigns
- Rotate and optimize Facebook Ads in client accounts

- Help with the creation and scheduling of social media posts using the social media management software Gain
- Help pull data from Google Analytics and insights from Facebook Business for monthly and quarterly client reporting
- Content writing opportunities as well, so strong writing and editing skills are a plus!
- 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 marketing, advertising, or related field.
- Basic knowledge of Google Ads and Google Analytics
- Basic knowledge of different Facebook Ads and Targeting
- Keen attention to detail
- Good communication skills (written and verbal)
- Not a grammar nazi but you understand the no-no of a comma splice.
- Strong ability to manage multiple projects
- Proficient in Microsoft Office
- Experience with Content Management Systems, Project Management Systems, and CRM platforms, a plus but not required
- And an eagerness to learn all things digital!