



Marketing / Content Specialist Internship

Description

Addison Avenue Marketing is looking for a qualified intern to help us develop content for our clients. We service small businesses and non-profits in the Muncie area with marketing consulting, social media management, copywriting, and graphic visual content. This intern should be prepared to work both in and out of the office while effectively communicating directly with clients and the business owner. Upon completion, the intern will leave having gained real world experience in various aspects of social media marketing and content strategy. This is a contracted position that is paid.

Key Responsibilities

- Research and produce blog posts and social media posts for contracted clients that adhere to the content strategies developed for each account.
- Visual assignments include sourcing stock photography and visuals that support the assignments listed above. Some graphic design experience is preferred.
- Responsible for developing and publishing content across multiple social channels. This includes blog posts, photos, tweets, and status updates.
- Collaborate with the team during brainstorming and creative sessions to contribute to creative ideas, content calendars, content strategies, and marketing plans.
- Publish content directly to website and social media channels (experience with WordPress is preferred).
- Monitor trends in social media, strategy, marketing tools and applications.
- Contribute to the Addison Avenue Marketing Blog as a guest blogger.
- Other marketing activities may arise depending on the skillsets of the hired intern (i.e. photography, video production, additional graphic design).
- Any additional awesomeness the intern wants to bring!

Requirements

We are looking for someone in the Muncie area who is majoring in or has proven experience in Advertising, Public Relations, Marketing or any related field. This person should have excellent verbal and written communication skills, with extensive knowledge of content marketing, social media and digital marketing. In addition experience or working knowledge with social media platforms is required. This includes, but not limited to Facebook, Twitter, Instagram, Pinterest, YouTube, WordPress, and Google+. Graphic design, photography, and videography experience is a bonus, and will be considered when choosing the best applicant for this position.

To Apply or Inquire:

Email your questions or your cover letter and resume to the business owner, Melanie Howe, at melanie@addisonavenuemarketing.com. Please reference this job title in the subject line.