



## **Performance Marketing - Digital Marketing Intern**

As a Performance Marketing - Digital Marketing intern on the Marketing team you'll work with the Digital Marketing Manager to improve campaigns to acquire, engage and retain members.

This outstanding opportunity as a Digital Marketing intern will give your career a head start with phenomenal support from a collaborative, mixed-skills team and experience steering the direction of our marketing programs.

An internship with us will provide you with a baseline of knowledge for all areas of digital marketing including data analysis, content creation, product launches, brand, strategy, targeting, segmentation, and the opportunity to collaborate within our broader organization.

### **What You'll do:**

As a marketing intern – you will help execute campaigns through Google, Facebook, and Instagram. You will also help set up, implement, and measure advertising campaigns for brand, demand generation, and customer lifecycle marketing. Learn about campaign management, project management, branding, and marketing strategy, plus so much more. Organic and paid advertising requires multiple marketing competencies, you will learn how to exercise those competencies in a fun and exciting setting.

Qualifications:

### **Your Background**

- Be currently enrolled in a bachelor's degree program (marketing, business, or related field)
- Be able to work in a hybrid environment.
- Have a basic knowledge of social media scheduling.
- Have a basic knowledge of content management systems.
- Skillset to problem solve by writing and communicating well.
- Passionate about Digital Marketing.
- Prior experience with Sprout Social, Flodesk, Domo, Google Analytics, Google Ad Words, and YouTube is a plus.

### **Compensation**

This is a part-time position working 20 hours/week at \$13/hour during the 11-week internship. If the internship is extended into the school year, you will be working 10-12/hours per week at \$13/hour.

**Internship Evaluation Process:** Throughout the duration of the internship, you will undergo two evaluations to track your progress. The first evaluation will take place midway through the internship period, allowing you to receive feedback on project performance and skill development. The second evaluation will occur at the end of the internship, providing you with a comprehensive assessment of your performance and accomplishments during their time with us. These evaluations aim to support you in your professional development and ensure a mutually beneficial experience.

Interested parties should send a cover email, resume, and completed application in confidence to [applicant@wdse.org](mailto:applicant@wdse.org). Applications can be downloaded on our Careers page of our website.

*PBS North is an equal employment opportunity employer. PBS North does not discriminate against employees or applications on the basis of race, color, religion, gender, age, national origin, citizenship status, disability, medical condition, genetic predisposition or carrier status, military or veteran status, sexual orientation, gender identity, or expression, marital status or any other characteristic protected by applicable local, state or federal law.*