Digital Marketing Intern

We are looking for a go-getter who would be interested in learning digital marketing while assisting Lightspan's social media marketers.

Responsibilities

Researching, brainstorming and writing online content on a wide variety of topics. Our clients are in several industries: non-profit, athletic, retail, fashion, entertainment (and even a celebrity thrown in there) so you will be given opportunities within a variety of fields. Online content includes blog writing, broadcast tweets, Facebook posts, SEO research and more.

Key Skills Set:

- Proactive, creative, and independent thinker.
- Willingness to work in a team-centered environment.
- Some graphic design skills is a plus.
- Have an outgoing and positive attitude.
- Good verbal and professional communication skills
- Good writing skills
- Strong analytical skills
- Passion and accountability for quality of work produced, and for positive relationships with clients and colleagues
- Insatiable desire to learn

Requirements

There are a few requirements for anyone seeking a digital content internship at Lightspan Digital.

- You must have a flexible schedule. We'll work with your school schedule but plan to invest 10-20 hours a week.
- You must be enthusiastic with a love for digital marketing and writing. Social media marketing is all
 about writing. You will get to write, write, write. We spend lots of time updating websites, developing
 content and getting information out to the masses. If you don't like writing, this internship isn't for
 you.
- Ability to seamlessly work within the following programs / platforms: Google Drive/Docs, Excel, WordPress, Powerpoint, Facebook, Twitter, LinkedIn and Pinterest.

To Apply:

- Send a one-page (only) resume
- Send us a one-paragraph description of why you'd like to work with us
- Let us know if you are looking for college credit
- You must provide at least one writing sample with your resume.
- For extra points, send us a link to your Twitter account or blog.
- Email your materials to <u>jessica@ligthspandigital.com</u>