

# DIGITAL MARKETING INTERN

RJL SOLUTIONS

## ROLES AND RESPONSIBILITIES




The Digital Marketing Intern will serve the Communications department in areas of social media, newsletters, blogs, copywriting and more. The position provides a flexible work schedule and environment equipped to provide unique experience in marketing trends.

Duties include:

- Research for marketing strategies including target market, SWOT analysis, competitive analysis, industry analysis, etc.
- Assist the marketing team with high-level marketing research for RJL Solutions and its clients
- Assist in edits and creation for social media posts, website copy, SEO and other marketing items
- Assist with operational duties for marketing team
- Collaborate with Communications team on campaign concepts and execution of deliverables
- Manage project assignments and meet deadlines
- Aid in proofreading content for social media, blog post, and website copy
- Take minutes at participating meetings
- Like, comment, follow, watch stories, and engage in content for all RJL and its clients' pages to increase engagement and grow a following
- Other special projects as designated



## INFORMATION

-  College
-  Internship - College Credit
-  Communications

## QUALIFICATIONS

- Current student pursuing (or recent graduates with) a bachelor's degree in marketing or related degree.
- Familiar with marketing strategies, campaigns and report drafting.
- Experience in design softwares.
- Ability to communicate effectively through writing in a concise and meaningful manner with accurate and trusted research methods and sources.