

Content Marketing Internship

Dream on Purpose, Inc. is in search of a Content Marketing Intern to create relevant and applicable content of interest across audiences and then optimize the path to conversion by collaborating with the Marketing team to utilize the appropriate communication channels.

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The Content Marketing Intern should possess an editorial mindset that seeks to understand what audiences consume and how to create it and the ability to analyze and present content and social performance. This internship position will work closely with the marketing team, Dream on Purpose's leadership team and potentially vendors/suppliers to launch campaigns on time and within budget. The Content Marketing Intern will report directly to the DOP President.

Responsibilities:

- Understand editorial requirements, including but not limited to basic SEO, content categorization and structure, content development, distribution and measurement. Development of editorial governance so content is consistent with our brand voice, style and tone.
- Accountable for reviewing existing content on all DOP platform, evaluating its effectiveness in reaching the targeted audience and providing recommendations on ways to strengthen its impact.
- Responsible for proofing and editing all content developed for external, promotional use for accuracy, consistency, branding, relevancy, impact and grammatical correctness.
- Research appropriate content to be aggregated on DOP's platforms that appeals to our audience(s).
- Develop fresh and relevant content for specific mediums, including but not limited to DOP's blog, newsletter, press releases, editorials, public service announcements, sponsorship packages and grant/award applications.
- Collaborate with the Marketing team to:
 - Develop an effective content marketing strategy to be included in the marketing plan.
 - Guide the development of the branding standards and proofread/edit its contents.
 - Manage channels of digital content hubs and all supporting social channels including email / newsletter distribution. This person must understand the basic best practices of the main social media channels, which content and approaches work on each and why.
 - Manage editorial calendars and organization workflows.
 - Integrate content programs with brand campaigns to drive the desired and intended action.
 - Analyze effectiveness of mediums that executes strategies derived from the content marketing plan.
 - Develop content that utilizes modes of persuasion to encourage fundraising and donations.
 - Develop boilerplate content for presentations and promotional use.
 - Garner national attention by completing and submitting award applications.



Requirements:

- Earned or currently earning a BS/MS degree in English, journalism, marketing or related field
- Demonstrable experience in creating content for the print/web and growing a social audience
- Basic experience with wordpress, Google analytics, and the top social media channels
- Documented creativity in writing style, to include structure, organization and tone
- Project management skills and understanding how to manage the priorities of multiple stakeholders in a complex environment and focus on the delivery of results in the form of engagement, leads and fund generation
- Strong work ethics and ability to work collaboratively and independently

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