

## Digital Marketing Internship

Dream on Purpose, Inc. is in search of a Digital Marketing Intern to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

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The Digital Marketing Intern should have a strong grasp of current marketing tools and strategies and possess the ability to lead integrated digital marketing campaigns from concept to execution. This internship position will work closely with the marketing team, Dream on Purpose's leadership team and potentially vendors to launch campaigns on time and within budget. The Digital Marketing Intern will report directly to the DOP President.

## Responsibilities:

- Plan and execute all web, SEO/SEM, marketing database, email, social media and display marketing campaigns.
- Design, build and maintain our social media presence, which includes:
  - Creating and maintaining a social media content calendar,
  - Collecting and interpreting analytical data from each digital communication platform
  - Identifying trends and insights derived from the analytics
  - Working with the Branding Strategist to incorporate data into a comprehensible and cohesive plan
- Measure and report performance of all digital marketing campaigns, and assess against organizational goals
- Work with the marketing team to brainstorm new and creative growth and engagement strategies
- Utilize strong analytical ability to evaluate customer experience across multiple channels
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate
- Perform additional relevant duties as assigned

## Requirements:

- Earned or currently earning a BS/MS degree in marketing or related field
- Demonstrable experience in leading and managing SEO/SEM, marketing database, email, social media and/or display marketing campaigns
- Documented creativity in developing marketing campaigns
- Foundational understanding of website analytics tools
- Strong analytical skills, data-driven thinking and work ethic
- Strong interest in staying up-to-date with latest trends and best practices in online marketing and measurement

