

**Position:**

Digital Marketing Intern

**Position Summary**

Responsible for developing a digital marketing and monitoring campaign for company's emerging e-business portal.

**Major duties include:**

With supervision from company management:

- Responsible for developing and implementing a digital marketing campaign to promote the company's emerging e-business service
- Responsible for enhancing brand awareness within the digital space as well as driving website traffic and acquiring leads/customers
- Responsible for utilizing web analytics tools to measure site traffic to better optimize overall campaigns, email marketing, social media and display and search advertising
- Responsible for developing metrics to evaluate individual marketing campaign element effectiveness

**Position Requirements:**

- Current enrollment as full-time student at a four year college or university
- Minimum of two years of college-level education in related field
- Proficient in reading, writing and speaking the English language

**Intern Employment Period and Terms**

Work hours are flexible with an expectation of 25-40 hours per week average starting no earlier than May 15, 2017 and ending not later than August 25, 2017.

**Compensation**

\$8.50 to \$11.50 per hour depending on qualifications. Benefits are not available.