

# Digital Marketing Intern

December 2021

Greater Sacramento Economic Council, a non-profit catalyzing growth, prosperity and equity in the Greater Sacramento region, is seeking a Digital Marketing Intern to join its marketing team. The marketing team is working to generate awareness and interest in relocating to the region among innovative companies across the country. In this position, you'll own and drive campaigns and be challenged to develop creative solutions to generate and nurture prospective clients. You'll be joining a hard-working, collaborative team who are passionate about creating tangible outcomes for the community.

## DUTIES AND RESPONSIBILITIES

- Assist with creative development, optimization and reporting for digital ads on LinkedIn and Google Search
- Manage lead nurturing email campaigns on HubSpot (list segmentation, testing, optimization and reporting)
- Write and propose new content (e.g., blog posts)
- Hone processes for communicating and measuring effectiveness of marketing-generated activities between the business development and marketing teams
- Contribute to overall marketing strategy by providing feedback and brainstorming new ideas

## REQUIREMENTS, QUALIFICATIONS AND DESIRED TRAITS

*\*The ideal candidate will be a currently enrolled student majoring in marketing, communications or related field with:*

- Experience or interested in learning LinkedIn Ads, Google Ads, Google Analytics and HubSpot
- Strong writing and editing skills, and an exceptional attention to detail
- Comfort working in a fast-paced, team-oriented environment and doing hands-on work in a growing organization
- A self-motivated, continuous learning approach

## JOB TYPE:

- Paid internship

## APPLICATION INFORMATION

Qualified candidates should respond by sending a cover letter and resume to [hr@greatersacramento.com](mailto:hr@greatersacramento.com).

*Greater Sacramento Area Economic Council provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*