

# Digital Media Intern

October 2022

INTERNSHIP: JANUARY - JUNE 2023

Greater Sacramento Economic Council, a non-profit catalyzing growth, prosperity and equity in the Greater Sacramento region, is seeking a Digital Media 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 critical multimedia content to nurture prospective clients and engage community stakeholders. You'll be joining a hard-working, collaborative team who are passionate about creating tangible outcomes for the community.

## DUTIES AND Responsibilities

- Create, write and publish content for all social media platforms including Facebook, Twitter, Instagram and LinkedIn
- Monitor social media posts and respond to any engagement
- Oversee production of monthly newsletters and email campaigns, including writing content, inputting it into our email marketing software (HubSpot) and sending them out
- Update website content using WordPress, including but not limited to editing text and photos and publishing blogs/press releases
- Graphic design and photography assistance, including finding stock photography and company logos, on-site photoshoot assistance, photo library curation and light photo editing in Photoshop
- Collect and analyze marketing metrics (social media, website, etc.)
- Help monitor and organize organizational swag

## REQUIREMENTS, QUALIFICATIONS AND DESIRED TRAITS

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

- 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
- Experience or interest in using:
  - Email marketing software (HubSpot)
  - Adobe CC (Photoshop, InDesign, Illustrator)
  - WordPress
  - Google Analytics
  - AP Style writing

## 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.