Position: Intern, Digital Marketing  
Department: Digital Marketing  
Exemption Status: Nonexempt  
Position Reports to: Director, Digital Marketing

General Description  
The digital marketing internship provides an in-depth learning experience about destination marketing organizations, with a focus on digital marketing.

Primary Responsibilities (include, but are not limited to)  
Digital Marketing  
- Research events and write copy for calendar of event web pages  
- Edit images for calendar of events web pages  
- Enhance stock image library  
- Verify and update web content  
- Assist with executing search engine optimization strategies

Other Related ACVB Activities  
- Assist with marketing initiatives, as assigned

Qualifications  
- Recent graduate or currently pursuing a degree in marketing, public relations, journalism or related field  
- Strong communication skills (verbal and written)  
- Basic photo editing skills  
- High level of proficiency with Microsoft Office Word, Excel, PowerPoint and Outlook  
- Detail oriented  
- Highly organized  
- Capable and comfortable working in an extremely fast-paced work environment  
- Ability to take initiative  
- Basic knowledge of Web content management systems, HTML and Google Analytics preferred

Core Competencies  
- Communication skills  
- Critical thinking/problem solving  
- Industry and department job knowledge  
- Organizational skills  
- Teamwork  
- Customer service skills

Additional Information  
- Work hours (select one of the following)  
  - Monday – Friday (minimal early morning, late evening, and weekend work)  
- Work environment  
  - Standard, temperature controlled office environment with moderate, office noise level  
- Physical requirements (please circle the appropriate lifting requirement and walking, driving if required)  
  - Light lifting of up to 10 lbs  
- Travel  
  - Position does not require travel