Social Media + Digital Marketing Internship

Area of Focus: Digital Marketing + Content Creation
Term: Summer 2019
Compensation: $750 + College Credit

As a marketing and advertising firm, we are in the client services business. And, part of being really, really good at what we do, is successfully managing expectations. Every day. It makes for happy, respectful and productive relationships with clients, partners and teammates.

What you can expect from an internship with Burkhart:
• To be treated as part of the team
• To contribute your ideas in an open environment
• To be asked to think first... and then act (quickly!)
• To learn, from a team of professionals with a depth of experience in every discipline of marketing and advertising
• To be challenged to be resourceful
• To gain first-hand exposure to a client’s business – see how problems are uncovered and solutions are formulated
• To have fun!

Who you can expect to work with:
This Intern reports to the Account Executive and works with the following:
• Content Developers
• Graphic Designers
• Client Services Team
• New Business Team
• Media Services Team

What you can expect to learn:
• The process of developing a digital marketing campaign – what’s involved from start to finish
• Some of the tools of the Digital Marketing trade
• The process behind social media and blogging – plan, brainstorm, present and implement
• How to capture data/metrics and analyze the results for optimization
• Management and implementation of monthly website updates
• The importance of SEO and how to optimize for it

What we expect candidates to have/know:
• Current junior or senior status
• Major in advertising, communications, marketing, media, digital/interactive media, public relations, strategic communication
• Experience with Apple technology, Microsoft Office, Adobe Creative Suite
• Passion for learning and contributing
• Knowledge of Wordpress and Hootsuite preferred
• Strong Communication Skills
• Experience collaborating with other team members

For more information, please send an email to hr@burkhartmarketing.com