

Job Title: Marketing Intern

Company: 812 Branding

Location: Hybrid/Primarily Remote

Job Type: Unpaid Internship

About 812 Branding: 812 Branding is a full-service advertising agency dedicated to delivering innovative and results-driven marketing solutions. We offer a comprehensive range of services, including branding, digital marketing, and media management.

Job Description: We are looking for a motivated and enthusiastic Marketing Intern to join our team at 812 Branding. This internship provides a fantastic opportunity to gain hands-on experience in social media management, website content administration, and digital advertising. You will work closely with our marketing team to assist with various tasks and projects, contributing to the development and execution of marketing campaigns.

Length of Internship: This internship will run from May 19th to October 31st.

Responsibilities:

- **Social Media Management:** Assist in creating, scheduling, and monitoring social media content across various platforms to enhance brand visibility and engagement.
- **Capturing Content:** Assist in capturing video and photos for use on social media at scheduled shows at The Mill in Terre Haute.

During this internships you will have the opportunity to learn about and assist with the following platforms:

- **Social Ads:** Support the setup, management, and optimization of Facebook, Instagram, and Tik Tok ad campaigns to drive traffic and conversions.
- **Google Ads:** Aid in the creation and management of Google Search, Youtube and Local Service ad campaigns, including keyword research, ad copywriting, and performance tracking.
- **Spotify:** Provide support in campaign set up and ad creative.
- **Website Management:** Help update and maintain website content, including creating and editing web pages, graphics, and other visual elements.
- **Analytics and Reporting:** Monitor and analyze campaign performance metrics, providing insights and recommendations for improvement.
- **Collaboration:** Work with our Account Manager to brainstorm and execute new strategies and campaigns.

Requirements:

- Strong interest in digital marketing and advertising.
- Basic understanding of social media platforms (Facebook, Instagram, X, LinkedIn, TikTok).
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Google Workspace.
- Excellent written and verbal communication skills.
- Creative thinking and attention to detail.
- Ability to work both independently and as part of a team.
- Currently a sophomore, junior, or senior pursuing a degree in Marketing, Advertising, Communications, or a related field.
- Candidates will be required to attend the majority of The Mill's shows.
- Ability to work up to 10 hours per week.

Benefits:

- Gain hands-on experience in a professional marketing environment.
- Learn from experienced professionals and enhance your skills in digital marketing.
- Network with industry professionals and expand your career connections.
- Flexible work hours to accommodate academic schedules.
- Potential for future opportunities with 812 Branding.

How to Apply:

Resumes may be submitted between 2/9-2/22. To apply for the Marketing Intern position, please send your resume to Michael and Sarah at:

Michael@812branding.com & Clientservices@812branding.com