

DIGITAL MARKETING INTERN ROLE

At Sage Corps, we work with students to find the right role based on their experience, skills and qualifications. This intern role description will give you an idea of the type of responsibilities that will be assigned to you during the course of your program. The descriptions below are based on a previous startup role we've offered. However, please note that this internship will vary depending on the startup partners and available roles for that term.

About the Startup:

This startup is an education and consulting company that organizes an annual conference that brings together product professionals to discuss strategies, tactics, and techniques to create, launch and scale successful products. It includes speakers, workshops, networking opportunities, and interactive activities that help attendees learn how to create and scale successful products.

Internship Overview:

We are a small company of 5 employees and are looking for an enthusiastic Digital Marketing Intern. In this collaborative role, you will get a chance to learn important skills and gain professional experience by working on campaigns with our marketing team. You will be responsible for developing the marketing strategy for the company in line with company objectives as well as for executing initiatives within the marketing strategy.

Responsibilities:

- Managing digital marketing for the company and side activities
- Coordinating marketing campaigns with sales objectives
- Overseeing company marketing budget
- Creating and publication of all marketing material in line with marketing plans
- Planning and implementing promotional campaigns
- Creating a wide range of different marketing materials
- Support side events including podcasts, videos and meetups
- Respond to public inquiries as required
- Possibly interface with journalists and media
- Create draft press releases, community announces and blog posts

Qualifications:

- Currently enrolled in a college degree program, preferably in Marketing, Communications, or a related field.
- Strong writing and editing skills in English
- Paid ads/E-commerce management (B2C) experience
- Project Management experience
- Experience with YouTube and Canva
- Ability to work independently and meet deadlines.