

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:

You will be joining an education and consulting company that organizes an annual conference bringing together product professionals to discuss strategies, tactics, and techniques for creating, launching, and scaling successful products. The event includes speakers, workshops, networking opportunities, and interactive activities designed to help attendees apply these strategies in real-world product development.

Internship Overview:

You will be joining a small company of 5 employees as 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 the marketing team. You will be responsible for developing the marketing strategy for the company in line with company objectives as well as 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 publishing of all marketing material in line with marketing plans
- Planning and implementing promotional campaigns
- Creating a wide range of different marketing materials
- Supporting side events including podcasts, videos and meetups
- Responding to public inquiries as required
- Possibly interfacing with journalists and media
- Creating draft press releases, community announcements 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.