

ODEP - Add Us In
Job Announcement

Position: Marketing Assistant Internship
8-week internship
This position provides the ability to work remotely.

POSITION SUMMARY:

Small independently owned public relations and marketing firm located in Sacramento, CA, specializing in content creation, online and social media marketing, and event publicity, serving small businesses, non-profit organizations and government agencies throughout California.

Qualified applicant will be self-motivated, detail-oriented, interested in marketing and communications, willing to learn new skills, and someone whose top priorities are customer service and doing the best job possible.

Position will be 10 to 15 hours per week.

Compensation package includes an hourly rate of \$10, as well as paid sick leave as required by California law. Work hours will be primarily Monday through Friday at mutually agreed upon times and may include occasional weekend duties, as in staffing of client events.

DESCRIPTION OF MAJOR OR ESSENTIAL FUNCTIONS:

Marketing Intern Responsibilities:

- Posting/publishing written and graphic content to a variety of online media, including Websites, blogs, social media, community calendars, content management systems, and article and news release directories
- E-mail and fax distribution of news releases and media advisories
- Planning, scheduling and tracking online content publication
- Posting and tracking client and project information using online project management system
- Preparing internal and external project and client reports
- Planning and producing e-letters using variety of e-mail marketing programs
- Researching and updating media contact databases
- Researching and preparing written reports to management on software, hardware, social media, service vendors, and cloud-based systems
- Resizing, formatting and other basic manipulation of graphic images
- Miscellaneous data entry, filing, organizational and other clerical duties as needed

Qualified candidates will possess the following skills, traits, and abilities:

Requirements:

- Proficiency in using personal computer
- Working knowledge of social media and Internet search
- Ability to adhere to security procedures and maintain strict client confidentiality
- Familiarity with Microsoft Word, Outlook, Excel spreadsheets and other Microsoft Office products
- Good oral and written communications skills
- Basic knowledge of and attention to correct grammar, spelling and punctuation
- Ability to prioritize and self-organize
- Ability to perform simple business communications tasks, such as writing e-mails, event calendar listings or project reporting
- Detail-oriented
- Desire to learn and be helpful to others
- Professional and polite demeanor
- Ability to self-manage and time-manage multiple projects and deadlines
- Punctual and reliable
- Type at least 40 WPM

Desired But Not Required:

- Writing experience or writing proficiency
- Experience with online editing systems such as blogs and e-mail marketing systems
- Media relations, marketing or event publicity experience
- Demonstrated marketing creativity
- Graphic design skills or experience
- Video production or editing skills
- Experience or proficiency using Photoshop, Illustrator, InDesign or other desktop publishing and graphic design software

To apply:

Please send resume and a customized cover letter to:

“Selection Committee, ODEP - Add Us In” via tom@wid.org and kat@wid.org.

Referencing the referring agency or how you learned about this opportunity.

Please format documents as follows:

WA Last name resume, WA Last name cover