



Position Description Digital Marketing Intern

Position: Digital Marketing Intern
Contact: Tim@brocktoncg.com

Overview

Build – Cool – Stuff - The Digital Marketing Intern is responsible for assisting BCG with the daily social media tasks and creating and maintaining organized website content.

Essential Functions & Responsibilities

- Let's utilize your fine-tuned research skills for clients! Interns will conduct brand research, competitive analysis and develop content strategies for assigned clients.
- Responsible for executing daily social media tasks for multiple brands;
- Responsible for creating and maintaining organized website content documents;
- This position is responsible for responding to client needs and requests, communicating clearly and professionally;
- Responsible for writing, blogging and copyediting;
- Responsible making website updates utilizing various Content Management Systems;
- Works as an effective team member, working cooperatively with others and contributing to our overall work and client experience.
- Other duties as assigned

Supervisory Responsibilities

This position has no supervisory responsibilities.

Placement Criteria

Minimum of a two years college experience with an emphasis in English, Journalism, Communications or a related discipline.

Strong organizational skills and attention to detail with a can-do attitude.



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The ability to work successfully under little supervision and be a team player;
Demonstrated organization, facilitation, communication and presentation skills;

Ability to prioritize workflow and organize diverse material and ability to handle multiple, competing and changing priorities; ability to perform effectively and within established time limits and ongoing deadlines;

Ability to interact effectively and professionally, and provide exceptional service, both internally and externally at all times.

Employee should be knowledgeable regarding Microsoft Office, have proficient computer skills, display adaptability in learning the use of company specific software and display comprehension of fundamental computer practices and database management;

All employees are expected to exhibit exemplary customer service skills, both with external customers, vendors, visitors, co-workers, and management staff. Their written and verbal communication skills should be concise and effective, they should aspire to excellence in both work and customer service, they should show courtesy to all they encounter while representing the Company. They are also expected to maintain an air of professionalism in their interpersonal relationships and personal grooming, exercise confidentiality concerning the affairs of the business, exhibit a willingness to learn, willingness to problem solve and willingness to step in to help others, and openly and actively participates in the direction of our Company. Brockton Creative Group views each of these traits as performance indicators, and employee appraisals reflect each of these attributes as an element of performance upon which employees are rated.

Physical Demands

While performing the duties of this position the employee is regularly required to sit and talk and hear. The employee is frequently required to use hands to finger, handle or feel and reach with hands and arms. The employee is occasionally required to stand, walk, and drive or ride in a motor vehicle. The employee must occasionally lift and/or move up to 25 lbs. Must have the ability to travel, sometimes with short notice.