

# Internship Job Description

Basic Information		Date of Review: March 2021	
Job Title: Digital Marketing Intern		Reports to: Social Media Strategist/Director, Digital Marketing and Strategy	
Job Code: Internship		Office/Division: Office of Marketing and Communication/Digital Marketing and Strategy	
FLSA Status: Unpaid Internship		Telework: Yes	
Remote: Yes		Job Location: Bethesda, MD	

<b>Job Summary</b>	Unpaid internship assisting the digital marketing team with social media content, video graphics, and other digital marketing tasks as needed. This three-month internship is fully remote and provides class credit to the intern (only eligible with support from the institution). 10-15 hours required a week.
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Major Job Duties and Responsibilities:	
	<ol style="list-style-type: none"> <li>1. Create and maintain social media campaigns and initiatives (including drafting content, engaging with followers, and reporting on social media metrics).</li> <li>2. Develop promotional graphics and video elements for use in digital marketing campaigns.</li> <li>3. Assist with other digital marketing tasks as needed.</li> <li>4. Willingness to research new social media and digital marketing platforms and tools</li> <li>5. Performs other duties as assigned.</li> </ol>

Required Education and Experience (indicate if preferred):	
Education and Professional Certifications	Job Experience (Years and Type)
<ul style="list-style-type: none"> <li>• This is an unpaid internship.</li> <li>• Currently pursuing a degree in English, communications, journalism, or other related field.</li> </ul>	<ul style="list-style-type: none"> <li>• No professional experience necessary, but attention to detail and accountability is required.</li> <li>• Prior experience in digital marketing preferred.</li> <li>• Working knowledge of social media platforms – no need to have professional experience managing social media, but you're interested in and active on social media in your spare time and willing to learn about social media best practices.</li> <li>• Interest and background in graphic design and video creation. This can include classroom experience. This is desirable, but not required.</li> </ul>

Skills:	
Core Competencies	Functional Competencies
<p>Indicate the most important personal competencies required for the job.</p> <ul style="list-style-type: none"> <li>• Exceptional written and verbal communication skills with a thorough knowledge of social media best practices.</li> <li>• Demonstrated customer service orientation and ability to interface with the media, industry partners, members, and internal executives with confidence and poise.</li> </ul>	<p>Note most significant specific skills required (e.g., Microsoft Office, web design, Oracle database, cold calling).</p> <ul style="list-style-type: none"> <li>• Basic photography and photo editing skills (Photoshop, Canva).</li> <li>• Knowledge of video production, desired but not required.</li> </ul>

**Note:** Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

**Note:** This job is not eligible for visa sponsorship by ASHP.