

Job Title:**Digital Marketing Intern, University****Job Description:**

The Digital Marketing Intern is a part-time six-month temporary position with the opportunity to be a full-time position. They are responsible for assisting with all the CHSU websites and all digital marketing strategies and campaigns within CHSU to advance our mission. Proficiency in marketing, online platforms, graphics, social media, and website content maintenance is a must.

Reports to:

Vice President, Marketing and Communications

Classification:

Staff, Full Time, Temporary

Essential Duties:

The essential functions (i.e., the fundamental job duties of the position) are as follows:

- Assist to create, execute, and measure digital marketing campaigns online.
- Assist with copywriting and content creation to support digital marketing campaigns.
- Assist to develop and manage visual assets for digital campaigns.
- Assist with administering CHSU websites to publish content, maintain accurate and ADA compliant website content for branding and marketing University and Colleges.
- Assist to create and effectively manage search engine optimization, organic search campaigns, and pay-per-click advertising.
- Help implement and analyze email marketing, public relations, and news campaigns.
- Monitor and Optimize Marketing Campaigns using data analytics and other tools.
- Communicate digital marketing results to department leadership.
- Assist to manage CHSU's social media accounts, which includes creating new content, writing posts, responding to messages and comments, reviewing analytics, and staying current on social media trends.
- Assist with providing photography and videography services for marketing campaigns and social media.
- Assist in special events and logistics, as needed, including gala, graduation, white coat ceremony, etc.
- Assist with orders, inventory, and products for the CHSU internal and external online stores and promo items.
- Assist with creation and execution of surveys and forms, as needed.
- Other projects as assigned.

**Qualifications/
Education:****Education:**

- Bachelor's degree in Business Marketing, Communications, or related field

Skills & Experience:

- Minimum one to four years of digital marketing, social media, and website experience.
- Understanding of digital marketing and digital production.
- Experience delivering effective and innovative digital campaigns.
- Experience delivering a variety of digital assets, including rich media online ads, micro sites, and social media applications.
- Experience managing successful social media campaigns, and a solid understanding of social marketing.

Application Instructions

Interested candidates are to electronically submit a letter of interest, a detailed resume and the names, titles, and contact information of at least (3) professional references. Please send a completed package electronically to careers@chsu.edu and type **Digital Marketing Intern**, in the subject field of the email.

CHSU is an Equal Employment Opportunity (EEO) employer. CHSU complies with the Employment Eligibility Form (i-9) requirements.

- Understanding of web metrics, digital analytics, with the ability to generate, analyze and interpret data.
- Must be able to work under constant deadline pressure and manage multiple projects across multiple lines of business.
- Strong time management and organizational skills, attention to detail, and ability to meet deadlines.
- Excellent oral and written communication skills.
- Proficiency in Microsoft Office.
- Outgoing, customer-friendly, confident, self-starter.
- Proficient with social media platforms (Instagram, Facebook, LinkedIn, X, TikTok).
- Proficient with Hootsuite, Adobe Photoshop, Illustrator, InDesign, WordPress is preferred.
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Compensation:

CHSU offers a competitive benefits and compensation package. Salary range for this position is \$18/hour – \$21/hour, however, salary is commensurate with experience.