

## **Seeking a Game Changing Content Marketing Intern**

Are you dynamic, and skilled in web content management, writing and editing for the web? Do you have an impeccable writing style with an engaging and upbeat tone? If so please continue reading...

We seek a talented intern who can blend with our company and bring innovative ideas that can be creatively infused with the luxury voice of our agency brand.

Our ideal intern is not only versed in creative strategy, but he/she is also a very creative writer. He/She has an ability or GREAT potential to write copy that converts readers into fans, regardless of whether it's through social media, email marketing, newsletters, website copy, blog posts, or whitepapers. We seek an intern to produce engaging content, edit, proofread site content, and work with the company to help develop in-house promotional materials that will be used in marketing campaigns. If you have creative graphic design skills that is a plus.

Our ideal content writer and designer intern will stay plugged into current conversations in the luxury industry, and the lifestyle of the fun, fabulous and wealthy. He/She is creative and has familiarity with Google Analytics, AdWords, SEO strategy, social media marketing and demonstrates proficiency using, Microsoft Excel.

We seek an intern who is looking to build their social media and blogging muscles, and can bear the responsibility of supporting the team in writing magnetic content, and creative design that drives traffic to our sites.

**Duties:** (This list is not exhaustive)

- Create content for web articles, and manage schedule of posts for daily content across all agency social media profiles
- Monitor day-to-day social media conversation and report back to marketing management team

- Record and measure social outreach metrics
- Increase the following of all social media currently in place
- Curate, research, design, and write blog posts on topics relevant to our readership
- Copy-edit and proofread all existing web content
- Familiarity with content strategy, SEO techniques; familiarity with social networks
- Stay abreast of news about our agency and our client's projects for email subscribers
- Write press releases for the agency, and our clients
- Experience in planning & writing digital content; direct mail
- Help manage the editorial calendar
- Ability to build visually compelling web pages, graphics, and user interfaces is a plus
- Self-starter who can work independently and prioritize tasks
- Excellent organizational skills
- Demonstrated ability to work cross-functionally with multiple groups/departments (e.g., Account Executives, Social Media Interns, and Head Management)

**Required:**

- An exceptional ability to convey messages both in writing and in person
- Knowledge of web writing tactics and how to optimize for SEO
- Highly computer and internet literate. Must be Mac literate
- Must have working knowledge of Microsoft Office Suite
- Be extremely organized, detail-oriented
- Use excellent English grammar
- Be an articulate communicator
- Must be self-motivated, able to work autonomously with a team mentality
- Reliable-assignments will often be worked on remotely
- Able to multi-task effectively in fast-paced situations
- A positive attitude and willingness to work with the Managing Director to refine the Alexis Day Agency voice to achieve marketing goals

**Benefits:**

- You will be exposed to the coveted world of luxury brands and lifestyle.
- Hone your digital marketing skills
- Build your portfolio of professional work
- Often times work remotely, and with a flexible schedule, but must fulfill all work duties and meet deadlines
- Work closely with senior management
- Attend luxury networking events, if located in Los Angeles
- Have hands-on client experience.
- Will receive a Certificate of Completion
- Will receive a Letter of Recommendation
- Potential for hire

This is an unpaid internship and the position will begin May 18th. Applicants must be able to work a minimum of a minimum of 15 hours a week, spread over two or three days. Interns must commit for a minimum of 3 months.

**Education:**

College student or recent grad. Must have a Bachelors degree in English, Communications, Marketing, or a related field.

**Interested Candidates Must:**

List relevant blogs that you follow, and provide a link to your personal or professional blogs along with your resume in your submission. We are scrapping the requirement of a cover letter in favor of submission of a creative writing from our candidates. Send your submissions to [info@alexisdayagency.com](mailto:info@alexisdayagency.com) or via company website at [www.alexisdayagency.com](http://www.alexisdayagency.com) See Careers on the Home Page.

You may become the voice of a leading marketing and PR company that's making waves and setting trends.

**No calls please, or outside vendor or company solicitation.**