

Digital Content & Social Media Creator Internship

Company Overview:

1Eighty Digital is a full-service digital marketing and web design agency committed to helping businesses in Warsaw and the greater Kosciusko County area thrive online. We specialize in creating innovative, customized digital solutions including web design, SEO, content creation, and social media management. We're looking for a passionate, creative intern to join our team and help us continue to provide exceptional service to our diverse range of clients.

Position Overview:

As a Digital Content & Social Media Creator Intern, you will play a pivotal role in shaping the online presence of 1Eighty Digital and its clients. This in-person position is perfect for someone who loves to write and is eager to dive into the world of digital marketing.

Even if you don't meet all the criteria, we encourage you to apply if you're eager to learn and grow in the digital marketing field. Your enthusiasm and willingness to learn are just as valuable to us. Let's explore this journey together!

Responsibilities:

- **Content Creation:** Write engaging, SEO-driven content for our clients' websites, blogs, and social media platforms. Ensure all content aligns with the clients' brand and marketing objectives.
- **Social Media Management:** Develop and implement social media strategies for 1Eighty Digital and its clients. Schedule and post content, interact with followers, and analyze performance metrics to optimize future posts.
- **Client Collaboration:** Work closely with clients to understand their brand voice and content needs. Attend meetings and provide updates on content and social media strategies.
- **Trend Monitoring:** Keep abreast of the latest trends in content writing and social media. Suggest innovative ideas to keep our and our clients' content fresh and engaging.
- **Reporting:** Assist in creating monthly reports on content and social media performance, providing insights and recommendations for improvement.

Qualifications:

- Currently enrolled in or a recent graduate of a related field (e.g., Marketing, Communications, Journalism).
- Strong writing, editing, and communication skills.
- Familiarity with SEO principles and social media platforms (Facebook, Instagram, LinkedIn).
- Ability to work independently and collaboratively in a team environment.
- Creative thinker with attention to detail.
- Basic knowledge of content management systems and social media management tools is a plus.

Schedule:

- The internship is a 12-week program with flexible start and end dates.
- You must be available to work on-site at our Warsaw, Indiana office for approximately 20-30 hours per week.

Experience Needed:

- Previous experience in writing, blogging, or social media is highly beneficial.
- A portfolio or samples of previous work will be requested.

Compensation and Benefits:

- \$15/hour - Part-time, Internship
- Up to 7 unpaid days of leave during the course of the internship with no paid holidays.
- Flexibility in work schedule.
- Option to attend networking events with staff
- There will be no insurances or 401k offered.