

# Insight Publications

## Digital Marketing Intern

Summer 2021

**Status:** Part-time — 10 to 15 hours per week

**Pay:** \$15 per hour

Insight Publications, publisher of Insight magazine, the leading B2B business magazine in the region, has an opening for a digital marketing intern to help us take our [website](#) and digital marketing efforts to the next level.

**Summary:** This position will be tasked with a variety of projects, including finding ways to increase website pageviews for main site; helping us take in house the management of our micro website, [www.manufacturingfirst.com](http://www.manufacturingfirst.com); and developing and implementing social media plans for both our events and editorial content.

### **Roles & Responsibilities:**

- Develop a plan to boost website page views, whether it's through social media or finding ways to keep viewers on the site longer, such as adding links from one article to another.
- Develop and help implement social media plans for editorial content and special events.
- Assist Insight staff with updating Manufacturing First event microsite website and keeping it current as additional speakers and sponsors are added.
- Conduct research as assigned.
- Write copy for, edit and proofread e-newsletters/eblasts, social media posts and web content.
- Other duties as assigned.

### **Minimum Qualifications:**

- Pursuing a secondary educational degree in marketing, communications, journalism, business or related field.
- Must have a working knowledge of AP Style.
- Ability to generate and deliver persuasive and clear verbal and written communications.
- Knowledge of digital marketing techniques and programs.
- Results-oriented team player with the ability to collaborate with team members.
- Outstanding interpersonal skills; must have credibility, good judgment, honesty and integrity.
- Initiative to solve problems with energy and a positive attitude.
- Ability to meet deadlines.
- Proficient with time management, well organized and ability to work independently as needed.

This position could grow in scale and time length with the right intern. If interested, please send a cover letter explaining why you would make a great fit for the position, a resume and a writing sample (article, social media posts, web content, etc.) to Insight Editor MaryBeth Matzek at [mmatzek@insightonbusiness.com](mailto:mmatzek@insightonbusiness.com).