



<b>Title</b>	Digital Marketing Intern	<b>Exempt</b>
<b>Reports to</b>	Senior Communications Manager	Date Last Revised: March 2018
<b>Supervises</b>	N/A	
<b>Summary</b>	<p>The Digital Marketing Intern contributes to the organization's goals of membership, community, revenue, and relationship growth by supporting the Marketing &amp; Communication Team with strategic support in digital, social and traditional marketing tactics.</p> <p>The Digital Marketing Intern organizes and distributes content on a variety of platforms to spread Indy Chamber messaging to its greatest lengths. These platforms include social media channels, email marketing tools, digital advertising, and other online tools. This position also aids in the creation of visual content for email newsletters and other collateral materials as needed.</p>	
<b>Evaluation of Performance</b>	Performance will be evaluated based on meeting the requirements of the job description; meeting specific goals and performance metrics for the position; working according to all policies and standards; and consistently demonstrating established organization values.	
<b>Performance Metrics</b>	Performance metrics for this position will be established annually based on: Meeting all deadlines attached to communications efforts; accuracy, quality and timeliness of communication materials, regardless of media; attendance at meetings, events, etc., as required.	
<b>Key Outcomes</b>	<p>Work closely with the Senior Communications Manager to execute communication priorities, including but not limited to:</p> <ul style="list-style-type: none"> <li>• The digital marketing intern will assist with event email creation, social media and print material design</li> <li>• Design weekly, monthly e-newsletters for the various business units of the Indy Chamber</li> <li>• Develop social media content and implement across a variety of platforms</li> <li>• Submit events and other relevant items to community calendars as needed</li> <li>• Support the team with standalone email creation as needed</li> <li>• Develop content for Team 317 blogs, We are Indy, and other team needs as determined</li> <li>• Upload and edit content across Indy Chamber website as needed</li> </ul>	



<b>Critical Skills, Knowledge and Behaviors</b>	<ul style="list-style-type: none"> <li>• Demonstrates strong verbal, written, and e-mail communication skills.</li> <li>• Demonstrates proficient written communication skills explicitly for event promotion.</li> <li>• Demonstrates effective interpersonal skills; must be able to effectively communicate with a variety of individuals with diverse backgrounds, education, economic levels, and roles within an organization.</li> <li>• Effective analytical, problem solving, and decision-making skills:</li> <li>• Can gather and analyze data and information and draw conclusions.</li> <li>• Can conduct effective research, able to separate relevant from non-relevant information.</li> <li>• Demonstrates working knowledge of digital cameras and related software applications.</li> <li>• Demonstrates effective conflict management skills.</li> <li>• Demonstrates customer service orientation with both internal and external customers.</li> <li>• Proactive in anticipating and alerting others to problems with projects or processes.</li> <li>• High detail orientation and accuracy.</li> <li>• Takes initiative and needs little supervision.</li> <li>• Able to prioritize, organize tasks and time, and follow up.</li> <li>• Able to juggle multiple requests and meet multiple deadlines.</li> <li>• Works well in a team environment and as part of a team.</li> <li>• Proficient in basic computer skills, i.e. Microsoft Word, Adobe, Excel Internet usage (e-mail).</li> </ul>
<b>Experience, Education</b>	<p>Experience in Adobe Suite and social media platforms (Twitter, Facebook, LinkedIn and Instagram) preferred. Familiarity with email marketing platforms and WordPress a plus.</p>
<b>Physical Demands</b>	<p>Must be able to work proficiently with computers and other office equipment. Some travel required to Central Indiana locations for meetings, events, programs, etc.</p>
<b>Work Environment</b>	<p>Work is performed in an office environment. Attendance may be required at some Chamber events.</p>

Please send resumes to Courtney Smallwood at [csmallwood@indychamber.com](mailto:csmallwood@indychamber.com) or contact with any questions at 317.464.2246.