



Digital Marketing Intern Position Description

Position Summary: The Digital Marketing Intern will assist Milwaukee Irish Fest (MIF) staff and volunteers with implementing and coordinating content for the MIF Web site, mobile site, e-mail newsletters, social media platforms and play an active role in the MIF online community while gaining extensive digital marketing professional experience. The Intern will maintain the MIF presence on various digital platforms and help publish content that is relevant to our customer base.

Reports To: Executive Director and Volunteer Technology Area Supervisor.

Hours: This is a part time position at about 20 hours per week with potentially more hours in the summer months.

Compensation: \$12 per hour; no benefits.

Location: Milwaukee Irish Fest Center 1532 Wauwatosa Ave, Wauwatosa, WI 53213. Much of the work may be conducted remotely.

Responsibilities and Essential Functions:

1. Update and organize website information including basic website maintenance.
2. Update and organize mobile site information.
3. Gather existing content, coordinate and implement email marketing platform (we currently use Constant Contact).
4. Gather existing content, coordinate and implement social media posts.
5. Manage posts (content will be provided) for Facebook, Twitter, and other social media accounts that aren't currently being used.
6. Coordinate video content gathering and sharing between various departments.
7. Maintain analytics for social media, website, mobile site and Email news.
8. Stay up to date with trending topics and events in digital marketing industry.

Qualifications Desired:

- Experience with updating website, mobile sites and social media platforms. Experience with one or more content management systems preferred.
- Exceptional writing and proofreading skills.
- Interest in SEO and metadata tracking and Google Analytics.
- Passion for finding images to share with the public.
- Excellent under pressure and ability to work well with others.
- Able to meet tight deadlines with ease and to manage multiple projects at once.
- Passion for details and documentation.
- Excellent communication skills.
- Significant coursework and major in Public Relations, English, Marketing, Journalism, Communications or related field.
- Photoshop, Adobe Acrobat, and Google Analytic experience preferred.

How to Apply: Please e-mail your resume, three professional references and a letter of interest to Patrick Boyle, Executive Director, at digitalmarketingposition@irishfest.com by 5 PM, April 11, 2014. Please provide any relevant social media profiles - Twitter handle, Facebook, LinkedIn and Google+ profiles, Blogs, etc. that are yours or that you help manage.

Milwaukee Irish Fest is an Equal Opportunity Employer