

The Digital Marketing Intern will assist in the day to day brand building operations of a fast-paced, fully remote marketing startup. This individual will primarily be involved with Indie's owned channels, but will also get to interface with the growth team and support efforts on our paid accounts to gain an understanding of and experience with our client work.

Who we are:

Founded in 2018, Indie has grown to a team of 15 experienced marketers, spanning from coast to coast. Indie is a data driven marketing consultancy providing in-sourced talent to collaborate on digitally led strategy, brand building, optimization & upskilling. Our clients range from small startups to multi-national CPGs and our work varies from strategy to tactical execution. We are a team of ambitious learners who believe all marketing should be driving performance, while also rooted in empathy.

What you will be doing:

Indie Brand Building

- Responsible for executing company blog strategy – coordinating content calendar, managing team deadlines, proofreading and editing, creating visuals to accompany posts, ensuring content is aligned with style guide, generating new ideas for blog content, and posting on all relevant channels.
- LinkedIn page & Indie website management -- update company website and LinkedIn page, as needed
- Indie TikTok/Instagram content creation/management support -- collaborate with the brand building team to execute and manage Indie Instagram & TikTok accounts by researching trending themes, monitoring engagement, and strengthening our digital presence
- Industry Research – Stay up to date with platform updates and innovation opportunities by monitoring platform blogs, reading industry publications and sharing applicable updates with the Indie team

Client Support

- QA for media campaign set up – once new campaigns are created, preview ads to ensure tracking, landing page, etc is set up properly.
- Support data analysis by running weekly reports and sharing with client team leads in a timely manner. Pull out relevant insights from reports.
- Learn backend of Paid Ad platforms such as Meta, TikTok, Google Ads, Pinterest and potential to assist with campaign/audience/creative builds
- Schedule organic social media posts on Loomly
- Attend occasional client meetings to observe, learn, and take notes.

Who we're looking for:

- Working towards a Bachelor's Degree (Junior or Senior) Marketing, Advertising, Communications, or PR major preferred but not required
- High attention to detail with a focus on quality
- A quick learner who can work independently

- Strong organization skills
- Excellent time management skills (able to juggle multiple priorities and meet deadlines)
- Working knowledge of G-Suite, specifically Google Slides, Docs, Sheets, Drive. Squarespace/WordPress experience preferred.
- Comfortable copywriting and editing content

This is a paid internship (\$15/hour), must commit 10 hours per week and must be able to virtually attend team meetings on Friday mornings and other occasional meetings (some virtual, some in person) on an ad hoc basis.

Please send your resume and a 200-400 word write up about why you'd like to work at Indie and what you hope to gain from this internship.