Sample Job Description #5:
Digital Content Internship – XYZ ORGANIZATION (TEST ORGANIZATION)

Objective:

Help create, edit, and maintain content destined for XYZ Organization (TEST ORGANIZATION)’s website and email marketing platforms. Use XYZ Organization’s existing website administration tool and content management system to make edits to existing pages including graphics, copy, and site settings. Create new email campaigns using XYZ Organization’s bulk email marketing system that adhere to brand guidelines and ensure maximum deliverability.

Duty/Accountability #1 Email Marketing

A. Move content from XYZ Organization’s planning documents in to existing HTML email templates
B. Enhance XYZ Organization’s emails with appropriate links and graphics
C. Fact-check email content and test for deliverability
D. Edit existing templates to ensure continuity across messages

Duty/Accountability #2 Web Content

A. Make edits to XYZ Organization’s website content by working in basic HTML as assigned by various managers and departments
B. Post blogs, articles, and press releases working to gather content and resources (photos, quotes, graphics, etc.) and presenting final pages for manager approval
C. Perform basic site management tasks (removing expired content, broken links, etc.)

Education/Experience:

Ideal candidate will have working knowledge of the web and content management systems like Joomla!, Drupal, Wordpres or others, as well as basic working knowledge of the structure and formatting of HTML email messages. Prior knowledge of basic HTML and experience with Adobe’s Creative Suite for basic editing is preferred.

The successful candidate will be detail-oriented, well organized, and able to meet frequent and concurrent deadlines in a fast-paced marketing department.