



# Digital Marketing Intern

---

## Company Profile

Pink Heals is a 501(c)(3) non-profit organization comprised of all volunteers. Pink Heals assists women, children and men who have been diagnosed with cancer in Manitowoc County. 100% of all donations go back into Manitowoc community through the Direct Care Assistance program. Pink vehicles including a firetruck and an ambulance travel throughout the community holding the signatures of those who have been touched by cancer.

## Compensation

Unpaid Internship

## Description

This internship is ideal for someone who is interested in furthering his or her education and experience in the world of digital marketing. This internship will provide exposure to various aspects of digital media that may include, but are not limited to: social media, web updates and donor management system. Learning objectives are achieved through training, observation, and “learning-by-doing” under close supervision with constructive feedback. All duties and responsibilities listed below are facilitated under close observation through a mentor-trainee relationship.

## Duties and Responsibilities

- Work with team members to develop and understand digital marketing strategies that will meet Pink Heals objectives
- Develop and write marketing content to be deployed across social media channels
- Create and manage new social media channels
- Analyze reports to create insights that will help drive digital marketing content strategies
- Update Pink Heals website with timely and relevant information
- Assist officers with daily and committee based initiatives including email marketing campaigns, text marketing campaigns in coordination with print materials

## Knowledge, Skills and Abilities

- Must be extremely detail oriented with strong attention to follow-through
- Strong writing skills
- Communicate effectively in both written and verbal form
- Flexible in work functions and duties
- Ability to manage multiple tasks and meet deadlines
- Strong teamwork skills
- PC proficiency and strong skills in MS Office Suite (Outlook, Word, PPT, Excel) essential