

## DIGITAL MARKETING AND ANALYTICS INTERN JOB DESCRIPTION

Virginia Historical Society  
Marketing Division

**Title:** Digital Marketing and Analytics Intern

**Reports to:** Visual Communications Officer

**Hours per week:**

8-10 hours per week (non-credit internship), paid, \$10.00 per hour, maximum 150 hours per semester

**Education and Experience:**

3.0 GPA

Undergraduate student in a degree program for Math, Statistics, Marketing, or Business

Experience/Interest in Digital Media and Marketing preferred

**Start Date:** January 16

**Summary:** The Marketing and Analytics Intern will work with the Marketing team to provide regular reporting and update on digital marketing channels.

**Duties and Responsibilities:**

- Pull data and analyze results for the website, email and social channels
- Design and build dashboards and standard reports for marketing initiatives
- Help establish and monitor conversions and KPIs
- Recommend, develop and implement tests across various digital channels
- Partner with other departments to turn data on visitors, members, and prospects into actionable marketing insights
- Research keywords and begin development of Google AdWords and Content strategy

**Knowledge and Skills**

- Proficient in math, with an interest in marketing
- Knowledge and interest in SEO, Adwords, social media and website development
- Experience with ad platforms including: AdWords, Facebook, Instagram (Bonus points for Pinterest, Twitter and LinkedIn)
- Solid experience with digital analytics, whether it's for a firm, yourself, or your school
- Ability to work as part of a team and independently
- Strong interpersonal and communication skills
- Self-starter that is not afraid to be proactive in gathering information and getting answers
- Ability to drive projects to completion

**Application Requirements**

- Complete online application
- Send resume and cover letter
- On-site interview
- **Application Deadline:** December 3, 2017 for Spring 2018

- For additional information, please contact Jennifer Nesossis, Visual Communications Officer, at [jnesossis@vahistorical.org](mailto:jnesossis@vahistorical.org).