



SAVE, A Friend to Homeless Animals
Job Description – **Digital Marketing Intern**
(April 13, 2023)

Status: Internship, Part-Time (Hourly)

Reports to: Executive Director

Interested candidates: email cover letter, resume, and availability to Heather@savehomelessanimals.org

Job Summary

In this collaborative, entry-level role, you will get a chance to learn important skills and gain professional experience by working on digital marketing campaigns in support of the business and mission of SAVE. Our ideal intern candidate has a fundamental understanding of digital marketing best practices, graphic design abilities, web development experience, and strong written communication skills. Must also have a love of animals, especially cats and dogs. Applicants should be current students in a bachelor's degree program; junior or senior year preferred.

Essential Duties and Responsibilities:

The Digital Marketing Intern is responsible for supporting the Executive Director in daily marketing and communications activities. Examples of duties and responsibilities include:

- Assist with social media campaigns (Facebook, Instagram, TikTok)
- Assist with email campaigns using Constant Contact
- Assist with search engine optimization
- Assist with website updates and development projects (Word Press)
- Produce and proofread website content
- Track keyword rankings
- Design and produce marketing materials
- Complete other administrative tasks as needed

A successful Digital Marketing Intern needs various skills and qualifications to perform the required duties of their role. Essential skills for this position include the following:

- Current enrollment in a bachelor's degree program
- Prior internship experience a plus
- Experience using Adobe Photoshop, InDesign, Canva and other content creation tools
- Computer skills
- Strong verbal and written communication skills
- Proficiency with word processing, spreadsheet and presentation software
- Ability to quickly learn and process information
- Organization and time management skills
- Strong desire to learn the business of marketing an animal welfare organization along with professional drive
- Solid understanding of different marketing techniques



- Passion for the digital marketing industry and its best practices
- Be receptive to feedback and coaching
- Accuracy and dependability

Salary Expectations

Digital Marketing Interns are paid \$15.00 - \$20.00 per hour. Pay rate will depend on level of experience and education.