Thinkery
Digital Marketing Intern Description

**Position Title:** Digital Marketing Intern  
**Department:** Marketing & Communications  
**Classification:** Non-paid internship and does not require academic credit  
**Reports To:** Digital Marketing Coordinator

The mission of Thinkery is to create innovative learning experiences that equip and inspire the next generation of creative problem solvers. For more information about Thinkery, check out www.thinkeryausin.org.

**Position Summary:**
The Digital Marketing Intern position for Thinkery offers the opportunity to come up with creative as well as resourceful digital marketing strategies and executions. As a non-profit organization, budgets are small but imaginations are unlimited. We are looking for someone who can maximize the impactful bang for our creative buck.

**Essential Job Functions:**

- Develop content for digital and print community calendars and update on a consistent basis
- Develop content calendars to promote pertinent digital content
- Contribute ideas and compose digital content for blogs, social media, content campaigns, web content and videos
- Assist with social media upkeep and content such as Facebook, Twitter, Pinterest and Instagram
- Report key digital marketing metrics
- Track and archive media mentions
- Photograph and video events and programming as needed
- Perform social media market research as needed
- Assist in the development and distribution of monthly e-newsletter
- Assist with media requests and media events
- Contribute to other marketing/communications projects as assigned

**Qualifications:**

- Interest and understanding of the mission of Thinkery
- Strong writing skills
- Proficiency using computers, internet and MS Office Suite
- Good research and reporting skills
- Strong communication and time management skills
- Organized, detail-oriented, a self-starter with the ability to multitask
- Ability to think creatively and come up with resourceful ideas and solutions
- Experience with social media tools, photography and video a plus

**Schedule:** Minimum of 10 hours a week required. Most hours will fall during business hours (9am-5pm, M-F) but with some evening and weekend hours.