DIRECTOR’S CHOICE
JOB DESCRIPTION

POSITION TITLE: Digital Content Coordinator/Intern

DEPARTMENT: Marketing

REPORTS TO: Director of Marketing

SUPERVISES: N/A

STATUS: Part-Time

This is a part time, paid internship offering flexible weekday hours. This internship may also be eligible for course credit, if needed. Director's Choice is in compliance with the National Association of Colleges and Employers to ensure this internship is an educational experience, and thus eligible to be considered a legitimate internship by the NACE definition.

BASIC FUNCTION:
We’re looking for someone who will help us expand our digital footprint and drive more value through online content. This position requires a creativity, as well as the ability to use data-driven insights to write better material. Assist with the creation and coordination of valuable, engaging digital content to promote and sell the Director’s Choice identity, product features and benefits to our target audience while gaining hands on experience.

RESPONSIBILITIES/TASKS:
Note: Some descriptions may have more specific duties and/or goals and objectives attached to this form. Such attachments normally reflect unique aspects of specific locations, shifts, departments, etc.

1. Work closely with the Director of Marketing in the preparation of campaign concepts, goals, schedules, and other project management requirements
2. Writing valuable, targeted search engine optimised copy for online content.
3. Assist in managing social media channels (Facebook, Twitter, Instagram, LinkedIn) and editorial calendar to ensure content is timely, relevant, and engaging
4. Repurposing content for different mediums including social media and video.
5. Collaborate with other departments to create innovative content ideas
6. Edit content produced by other members of the team.
7. Actively manage and promote our blog, and pitch articles to relevant third-party platforms
8. Prepare weekly updates and reports to track growth and success rates of campaigns
9. Keep up to date and informed on new social media trends and adapt accordingly
10. Utilize desktop publishing, involving editing digital images and video, and using electronic publishing software.
11. Develop and maintain ongoing knowledge of Director’s Choice products and services
12. Participate in marketing team and company-wide meetings
13. Responsibly set, implement, and regularly maintain a declared work schedule for consistent availability
14. Participate in quarterly employee reviews
15. Maintain compliance with all Director’s Choice policies, procedures, regulatory requirements and laws as stated now or as amended
16. Ensure work center is maintained in a safe, clean, healthy and attractive manner
17. Perform special assignments, projects and other duties as needed and assigned
18. Seek additional tasks and duties as needed when projects and assignments are completed

Numbers 1 thru 11 are considered primary duties, and functions that are customarily and regularly performed by the Digital Media Coordinator position.

POSITION REQUIREMENTS, KNOWLEDGE, SKILLS, EXPERIENCE & ABILITIES:
NOTE: These requirements represent minimum levels in order to perform the job on a satisfactory basis. Candidates must have the ability to satisfactorily perform the essential functions of the job.

1. Required High School Diploma or GED.
2. Required enrollment in a college degreed program preferred College of Media & Communication
3. Excellent writing, editing, and proofreading skills
4. Creative minded with an ability to conceive interesting ideas for new content.
5. Requires basic skills and a strong understanding of social media and social networking
6. Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools (e.g. Hubspot, Google Analytics, etc.)
7. Avid media consumer with a keen interest in the effect of the Internet and digital technology on media consumption
8. Detail-oriented and committed to meeting tight deadlines.
9. Ability to take initiative, employ good judgment, and manage projects from beginning to end
10. Exceptional ability to manage details
11. Ability to multitask in a fast-paced environment
12. Work effectively both independently and as part of a team
13. Adobe Creative Suite experience a plus
14. Ability to learn and implement new digital technologies and media tactics
15. Requires a strong interest in working within a diverse and technologically advanced environment
16. Requires experience with visual communication principles
17. Requires consistently maintaining the best interests of the company and its employees
18. Personality attuned to the requirements of meeting needs of the position and ability to establish and maintain effective working relationships with other employees and the public; maintain confidentiality

19. Requires ability to concentrate on fine detail with frequent interruption; ability to focus attention on tasks for 45-60 minutes at a time on a continuous basis

20. Required to have close visual acuity to perform an activity such as viewing a computer, extensive reading, visual inspection. Also, with areas such as preparing and reading data and figures, visual inspection involving small details.

21. Requires ability to perceive the nature of sounds at normal speaking levels with or without correction. Ability to receive detailed information through oral communication and to make the discriminations in sound.

22. Requires ability to speak clearly, articulate with accuracy, communicate and make self understood effectively in phone and direct face-to-face interactions