
Intern Role: Digital Marketing Intern **Position ID:** 2016Sp002
Semester: Spring 2016□
Hours: 15-20/week□ (flexible if need more hours for internship requirements)□
Compensation: Unpaid Position, College Credit or Independent Study with Faculty Advisement Required
Supervisor: Director Of Podcasts / Nashville Entrepreneur Center

DESCRIPTION:

The Nashville Entrepreneur Center (EC), fosters innovation and entrepreneurship by Turning Ideas Into Reality, helping to start business and create jobs. As a non-profit 501(c)3 organization, the Center is funded through sponsorships, partnerships, donations and grants. The EC relies on support from leading corporations, successful entrepreneurs and those who have a vested interest in the EC's success.

The EC is built by the Nashville community for the community. As a result we continually strive to share the entrepreneur story and spread the word about resources and programming that the EC offers to the entrepreneur community. This internship is for someone who wants to learn and experience community engagement through the eyes of an entrepreneur-driven organization. You will be helping create win-win situations utilizing the EC's digital strategy and adding value to our key partners and community stakeholders. If you are a big picture thinker with the ability to balance and execute the step-by-step details that's interested in marketing, PR or communications, this is an ideal role for you.

Responsibilities Include, but are not limited to ...

- Support Podcast Director in producing templated "1st draft" blog posts created from individual podcast interviews.
- Repurpose existing podcast content into "highlight" episodes to further the use of our podcast content.
- Work with Podcast Director to submit "highlight" episodes to popular blogs reaching desired audiences.
- Assisting with podcast post production work, including light audio editing.

Requirements:

The perfect candidate will be eager with the ability to take ownership of the role and exceed expectations. Additionally, the candidate should be receptive to positive, constructive feedback and be driven to move quickly and efficiently in a fast-paced environment. Candidate should be an undergraduate junior/senior or graduate preferably with a marketing, communications or public relations major.

Skills Needed:

- Big picture thinker with attention to detail
- Google Docs and Spreadsheets
- Familiarity and use of social media platforms

What You Will Learn:

- B2B lead nurturing with social media content
- Local community engagement strategies utilizing content
- Digital marketing automation strategy
- Basic Search Engine Optimization strategy
- Project management workflow within content marketing

As part of your internship you will also be expected to complete a final, student-level deliverable:

After a semester of supporting and improving our podcast workflows, you will create a portfolio of best content you worked on during the internship.

Deliverable Format: Short demonstration in a 1-on-1 presentation in the format of a mock job interview.

If you are interested in this position, apply at www.ec.co/intern by November 23, 2015.