



Company: RGG EDU | 3005 Locust St., Saint Louis, MO 63103 | p: (314) 652.9797 | w: www.RGGEDU.com

Internship: Copywriter / Marketing assistant

Supervisor:

Sinh Truong / Marketing & Design / BA at KU in IDx. 7 years of professional experience in Marketing, Communications, Design.

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RGG EDU: RGG EDU is one of the only companies in the world creating comprehensive docututorials on the world's best image makers. We concept, write, produce, shoot, edit, and distribute every product worldwide in over 80 countries.

Company Mission: Create the best photography learning experience, leave no question unanswered, approach every tutorial like it's our last, and empower photographers to reach their goals by showcasing the world's best image makers.

Internship Overview:

Interns will be required to assist in a variety of digital marketing campaigns. They will aid in the discovery of new untapped markets, SEO Optimization, creation of marketing copy, build digital ad campaigns, fine tune standard operating procedures for product launches and ad making, and provide help wherever needed.

Intern eligibility, skills, requirements

This internship requires a student not only skilled at copywriting, but also interested in learning the facets revolved around content marketing. The two skills are not very different as copywriting for marketing is simply writing to achieve mass appeal and persuasion. They will be required to complete deliverables revolved around growing a small business. Together as a team, we will break down our target markets and ideate on how to engage with new and existing audiences. The work demands creative flair, up-to-date knowledge of marketing strategies and a professional approach to time, costs and deadlines.

Responsibilities:

- You may need to manage more than one campaign/project at a time
- Proofreading to produce accurate and high-quality work
- Working as part of a team to complete a task
- Dedicate 15+ hours a week
- Be able to troubleshoot technical issues without assistance
- Utilize Basecamp App for staying on tasks and completing deliverables
- Work without using your phone. Cell Phones are not allowed for use by interns during work hours.

Required Skills:

- Proficient in spreadsheets
- Basic understanding of word processing (we use Pages and Google Docs)
- Basic understanding of marketing psychology
- Creative and persuasive writing abilities
- Basic understanding of social media is desired, but not required

Academic Major

Communications, Business Marketing

How will It be Educationally Significant?

Some of the skills that will be taught are fine tuning processes, defining a company language, writing for international audiences, breaking down demographics and site analytics, and many more skills revolved around target marketing and communication. Best of all, students will be able to witness the results and effectiveness of your work as we are constantly revolving campaigns and publishing content.

Availability: Year Round

Duration: Flexible

Compensation: Unpaid