**Employer:** **Salary:**

**Position:** Web and Graphic Design, Digital Marketing, and Videography Intern

**Career Interest:** Digital Marketing, Digital Videography, or Business-related field

**Location:**

**Availability:** *10 -15 hrs/wk when school is in session with additional hours during summer*

**Expectations:** *Students will work in this internship to develop competencies and knowledge in Business and Marketing to better discern a career in this occupational area. Students will start by observing and learning and progress to executing tasks as directed by their supervisor. Students will be expected to meet the same criteria as full-time employees regarding a drug-free workplace, maintaining confidentiality, and meeting the requirements of their particular position in the hours employed. In addition, the employer will be expected to comply with providing a safe work environment according to the Occupational Safety and Health Administration (OSHA) and compliance with Federal and Ohio Minor Employment Laws if the student is under 18.*

**Role and Responsibility**

* Use Responsive Design programming to ensure the website and social media adapts seamlessly to different screen sizes and devices (desktop, tablet, mobile).
* Design websites and digital marketing materials that are accessible to users with disabilities
* Ensure web/social media designs incorporate best practices of incorporating robust security measures into the design and development of websites to protect from cyber threats
* When assistance is needed, collaborate with developers to translate design concepts into functional code
* Use User interface (UI/UX) design methodologies to create user-friendly interfaces with intuitive navigation and clear call-to-action buttons.
* Use Graphic design software like Adobe Photoshop, Illustrator, Sketch
* Use web development basics like HTML, CSS, JavaScript
* UX design principles: Knowledge of user-centered design methodologies
* Create content and increase users on Social Media accounts
* Assist in maintaining website and implementing content enhancements
* Use Google Analytics to adjust existing and create new electronic marketing materials to increase the company’s name recognition
* Assist in gathering data and analyzing user trends to identify and develop effective marketing strategies
* Assist in designing, publishing, managing/maintaining content and layout for marketing website and all digital properties
* Coordinate and implement content updates for digital media including social media
* Work with others to complete work, hit milestones or targets, and resolve conflicts
* Develop and produce high-quality video content social media channels and marketing campaigns
* Assist in electronically organizing, documenting, and performing daily business activities
* Use complex phone systems, Microsoft Office products, social media platforms, email, and other software and hardware systems for day-to-day business activities assigned by the manager
* Perform any further job-related instructions as requested
* Work directly with sales teams to establish and maintain customer relations
* Input new data and verify existing data in electronic data management system

**Desired Skills**

* Experience in video production, including digital filming and editing
* Knowledge with social media platforms and analytics.
* Team player and open communicator who wants to help get things done
* Ability to communicate clearly and concisely, both verbally and in writing
* Answer questions that require synthesizing information, including gauging point of view and intended audience
* Software functionality and graphic design skills
* Web design and analytics analysis
* Exposure to other e-Marketing Channels/initiatives
* Practical problem-solving skills with attention to detail, listening, and critical thinking skills
* Strong interpersonal skills and a high level of professionalism
* Ability to work independently and within a team environment
* Ability to develop, prioritize, and accomplish goals
* Ability to dress and conduct self professionally

**Educational Goals**

* Exposure to web design, marketing, and business ops, as well as career opportunities.
* Understand marketing research and implementation strategies.
* Learn how to use technology to aid in product development.
* Develop professional communication skills in phone conversations, including using complex phone systems, and in writing via email exchanges and via technology solutions.
* Microsoft Office and database skills
* Develop active listening skills by giving full attention to what other people are saying, taking time to understand the points being made, asking appropriate questions to identify the root cause through iterative questions, and understanding the severity of a problem.
* Develop creative and critical thinking, decision-making, and problem-solving skills by using logic and reasoning to identify the risks and rewards of alternative solutions, conclusions, approaches to problems, identifying patterns, and identifying opportunities for improvement.