



Content Marketing Internship



As a Content Marketing Intern, you will play a pivotal role in enhancing our online presence, increasing brand awareness, and engaging with our target audience across various online platforms. You will collaborate closely with the marketing team and gain hands-on experience in content creation, social media management, and digital marketing strategies.

Responsibilities:

- **Content Creation:** Develop content for distribution across social media channels, ads, and other marketing material.
- **Social Media Management:** Plan, schedule, and publish content across various channels.
- **Copywriting:** Create compelling and creative website content, blogs, releases and other formats
- **Analytics:** Track and analyze metrics to measure success and identify improvement.
- **SEO:** Optimize existing content and conduct research on keywords for website and ads.
- **Research:** Conduct market research and competitor analysis to identify opportunities.

Requirements

- ✓ Enrolled in a relevant degree program (e.g., Marketing, Public Relations, Communications, Digital Media).
- ✓ Strong written communication skills, with a keen eye for detail and grammar.
- ✓ Proficiency in social media platforms such as Facebook, Instagram, Twitter, LinkedIn and YouTube.
- ✓ Basic understanding of content creation tools, graphic design software, and video editing tools (e.g., Canva, Adobe Creative Suite).
- ✓ Ability to manage multiple tasks, prioritize deadlines, and work effectively in a fast-paced environment.

Key Takeaways:

- ✓ Blog creation
- ✓ Content management
- ✓ Social media management
- ✓ SEO
- ✓ Artificial Intelligence for content creation
- ✓ HubSpot Content Marketing Certification

Duration and Compensation:

This is a semester-long **paid** internship. The intern will receive a stipend at the end of the semester.

Application Process:

To apply for the Content Creation Internship, please submit your application online at www.auritas.com/careers/internship