Digital Marketing Intern

Job Description:

The social media intern will play an active role in developing Northwestern Dining community. Northwestern Dining is forward-thinking, fast paced company looking to hire an intern with strong knowledge and understanding of various social media websites. The intern will maintain Northwestern Dining’s presence on various social media platforms. The Social Media Intern is responsible for coordinating and executing the company’s social media strategy, working across key social media channels including Facebook, Twitter, Snapchat, and etc. Intern will help create and publish content that is relevant to our customer base. Intern will learn how to reach communities and promote events or programs through the internet. Intern will also gain experience in social media platforms and the tools used to assess their performance.

Responsibilities:

- Ability to gather and analyze data, and develop fact-based recommendations resulting from the analysis.
- Ability to link information with marketplace performance.
- Clearly articulate ideas through concise, timely and unambiguous written correspondence. Strong verbal communication and presentation skills are also required.
- Understand timing constraints of brand initiatives and initiates activities with sufficient lead time to successfully deliver each element.
- Ability to prioritize among competing tasks based on opportunity, urgency and management directions.
- Ability to quickly identify the source of problems that occur, and develop alternatives, solutions, and recommendations to resolve the issue.
- Ability to see opportunities, to anticipate market and to evaluate the risks of differing options.

Requirements:

- Strong interpersonal/communication skills; solid analytical skills; working knowledge of marketing and financial terms.
- Ability to quickly learn how to analyze syndicated research data.
- Proficiency with PC applications MS Word, Excel, PowerPoint.
- Must be self-motivated and open to learning and sharing new ideas.
- Must be flexible and self-driven personality with a keen sense of delivering completed projects in a timely manner.
- Background in marketing or communication.
- Ability to work independently with limited supervision.
- An ability to consistently demonstrate our values of insight, hard work, and effectiveness in your personal approach to work.