

## **Jr. Marketing Associate Intern**

### **Job Description:**

CreativeWorks Marketing is an award-winning marketing agency that provides strategic marketing for medium sized businesses looking to increase their marketing results.

The Jr. Marketing Associate Intern must be able to juggle several projects while meeting timelines and communicating well with others.

You are an enthusiastic, creative individual with a business mind who thrives on the excitement of an agency environment. You are meticulous and able to rise to the challenge of competing deadlines without dropping the ball. We are an agency that welcomes your input and encourages learning and growth.

### **The job responsibilities include:**

- Supporting team on client projects and marketing initiatives including:
  - Editing websites using WordPress
  - Assisting with designing marketing materials
  - Assisting the team with keyword research/analysis, competitive analysis, content optimization
  - Developing & optimizing PPC campaigns and other performance based marketing experience
  - Tracking client campaigns using Google Analytics
  - Supporting campaigns
  - Assisting team with increasing website SEO for various clients

### **The successful candidate possesses:**

- Educational background in Marketing, Business, Computer Science or previous experience in a similar capacity
- Superior organization and multi-tasking skills
- Exceptional attention to detail and accuracy

- Strong Excel and Adobe Creative Suite skills
- Excellent writing and editing skills
- Knowledge of keyword research tools.
- Initiative and willingness to learn new skills
- Ability to prioritize and work effectively within stated time frames and often unexpected deadlines
- Ability to work independently, analyze situations and exercise sound judgment in determining the appropriate course of action

This role requires:

- Good knowledge of marketing principles, online marketing, and social networking
- Good writing and design skills
- Friendly and outgoing personality with a drive to learn and ask questions
- Experience with, and ability to edit WordPress sites, HTML is an asset