

#INT204 CERES SOLUTIONS COOPERATIVE JOB DESCRIPTION



DIGITAL MARKETING INTERN

Status: Part-Time/ Non-Exempt

Reports to: Digital Marketing Manager

Summary: The Digital Marketing intern is responsible to assist in all aspects of marketing via social media and digital outreach. The organized, energetic, creative intern will help assess current digital usage and refine strategies for the future.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Assists with marketing, social media, website updates and digital outreach.
- Utilizes knowledge related to the marketing field to assess current strategies and suggest improvements to processes.
- Helps to grow social media engagement and outreach, website traffic and brand awareness.
- Must have knowledge of and understanding of the Ceres Solutions brand.
- Assists the Digital Marketing Manager with social media coverage of special events and programs utilizing Facebook and Instagram platforms.
- Attends divisional and department staff meetings as necessary.
- Must have the ability to multitask on projects and take initiative for improvements.
- Be able to assist with digital marketing campaigns and provide feedback on trends and usage.
- Will have the ability to take direction and absorb information quickly.
- Must clearly articulate ideas through concise and well written communication.
- Prioritize completion of tasks based on opportunity, urgency and direction of Manager.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The candidate will have an exceptional work ethic, a positive attitude, professionalism and be self-motivated. The candidate will be highly responsible, flexible and dedicated to deliver results in seasons of highest demand. The candidate must work well within a team and communicate clearly. The candidate must adhere to the core values of Ceres Solutions Cooperative. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

College undergraduate, graduate student or recent university graduate with academic focus in a degree program related to the field of marketing, communication, web design, business, public affairs or related discipline.

Knowledge, Skills and Abilities Preferred

Has knowledge of, or can readily learn, various software applications including Hootsuite, Facebook, Instagram, Google Analytics, WordPress CMS, and Adobe Creative Cloud.

Language Skills

Must be able to communicate effectively and work with other team members. Will have the ability to understand and carry out instructions. Excellent verbal and written communication skills required.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations and be an independent problem-solver.

Certificates, Licenses, Registrations

Valid Driver's License required.

Physical Demands The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job the employee is regularly required to use hands to finger, handle, or feel; reach with hands and arms; talk or hear and taste or smell. The employee is frequently required to stand; walk and sit. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee may occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment The characteristics described are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job the employee is occasionally exposed to wet and/or humid conditions; outside weather conditions; extreme cold and extreme heat. The noise level in the work environment is usually moderate.

To apply: <https://recruiting.paylocity.com/Recruiting/Jobs/Details/399381>

Ceres Solutions is an equal opportunity employer. Prospective candidates receive consideration without discrimination based on race, color, religion, sex, age, national origin, marital status, non-job-related disability, veteran status, other protected group status, or any condition prescribed by state or local law. The company provides Job Descriptions for positions to aid in orienting candidates to potential opportunities. The description identifies basic requirements, criteria and expectations. It also provides a basis for making reasonable accommodations for individuals with disabilities. Job descriptions are periodically revised, and are not to be considered all-inclusive. This description does not cover every task or duty that might be assigned, and additional responsibilities will be added at the discretion of the Supervisor as necessary. Thank you for your interest in Ceres Solutions.