

Digital Marketing Internship

Are you passionate about content, copywriting, PR and digital communications? Are you interested in the retail design industry? Do you like the idea of working with a friendly, creative team?

We are seeking a Digital Marketing Intern for 3-5 days a week. Proactive in their approach, this individual must be driven to work alongside the Digital Marketing Manager to help grow the business. We are consistently expanding in all areas of the company – the right candidate will have plentiful opportunities to grow with it.

Start: Flexible start dates available

The role:

- Create compelling on-brand content for our website and blog.
- Plan and manage social media strategy.
- Build relationships with relevant online publications.
- Strive to produce SEO optimised content to drive awareness and engagement.
- Be responsible for ensuring the quality of the sites is set and maintained to a high standard – liaising with senior management to ensure the content/brand strategy is developed and sustained.
- Serve as a brand guardian for the company online, taking charge of defining the tone of voice.
- Manage incoming enquiries.
- Assist with day-to-day agency ad hoc tasks.

Skills needed:

- Proficiency in communication and literacy is imperative.
- Ability to create persuasive and/or SEO-optimised writing.
- The ability to absorb new skills and information quickly and show great initiative from the start.
- A keen interest and understanding of the retail design industry is highly desired, though not required.
- An understanding of WordPress and MailChimp would also be preferable, though are not required.
- Beginners understanding of Adobe Suites, specifically Photoshop.

You will learn:

- How to create professional, creative content for our target audience.
- How to use social media to create an online presence and build a community.
- How to develop and implement marketing plans and projects.
- How to expand and develop marketing platforms.
- To manage the productivity of the marketing plans and projects.
- About the importance of international communications, public relations, online marketing and SEO.
- PR outreach - creating media lists, sending out press releases, liaising with publications/editors/bloggers.
- Create and send newsletter campaigns on MailChimp.

FORMROOM

Location:

121 Curtain Road, London, EC2A 3AD

Remuneration details:

Travel and Food expenses covered.

Job Type: Internship

To apply for this internship please email Madison Wallace along with your CV at info@formroom.com