

2018
Summer Internship!

As our **Digital Marketing Intern**, you will be part of our **Digital/Social Marketing Team** for **The Floor Trader** and **International Design Guild** divisions. You will support the auditing, management and implementation of best practices in content management, site merchandising and social media content curation.

DAY TO DAY PROJECTS:

- Collaborate with social/digital team, agency partners and brand marketing to ensure product content is up to date on CCA sites including designfordifference.com, floortrader.com and dabbiericollection.com.
- Coordinate data updates with brand marketers and other content stakeholders for final approval.
- Field requests for new content and seek opportunities to help develop “hyperlocal” engagement of social media properties for our stores.
- Coordinate graphics with marketing teams and agencies for all website photography including photo shoots.
- Collaborate with the creative and digital content teams to identify and load images on the website, specifically for Design For A Difference, IDG’s cause marketing initiative.
- Responsible for the implementation of website legal compliance.
- Assist in the audit of our websites for broken links, missing content, etc.
- Responsible for implementation of company brand guidelines and corporate standards for all sites.
- Basic brand management support.
- Collaborate with various ad agencies to ensure new creative platforms and architecture are on strategy.

EXPERIENCE AND/OR SKILLS YOU HAVE A KNACK FOR:

- Excellent written and verbal communications skills are a given.
- Demonstrated problem solving, research, and analytical skills.
- Break out the planner - strong project management and organizational skills with exceptional attention to detail a must!
- Comfort using various computer applications including Microsoft Excel, Access and other applications in the Microsoft Office Suite.
- Understanding of digital marketing and social media platforms (Shoutlet, Hootsuite, etc.)
- Hands on basic HTML experience.
- Basic knowledge of search engine optimization (SEO) fundamentals.
- Extra brownie points for experience with Adobe Creative Suite.
- Must have a “can-do” attitude – we are a fast-paced environment that requires a multi-tasking self-starter!

EDUCATION:

You should be currently enrolled in an accredited college or university pursuing a degree in **Marketing**, **Computer Science** or **Communications**.



DIGITAL MARKETING INTERN

 Manchester, NH

 May 21, 2018 - August 3, 2018