

Job Description – Digital Marketing Assistant

Due to current health mandates and for the safety of our staff and interns, **this is a remote position**. Chromosome 18 is well equipped to offer remote internship opportunities and will provide the necessary support you need for a meaningful internship!

THE OPPORTUNITY

We are looking for a Digital Marketing Assistant to get involved with many different aspects of a small 501(c)(3) non-profit. This will include a full range of activities required to cultivate and maintain the organization's brand online, monitor online communication across the brand's active social media platforms, create system for tracking and analyzing social media influence, update and monitor Google Ads and optimize ads to improve click-through rate (CTR), help to redesign webpages, and ensure consistency of messages across platforms.

THE ORGANIZATION

Chromosome 18 Registry & Research Society is a primarily a volunteer-based organization. Our Mission is to help people with chromosome 18 abnormalities overcome the obstacles they face so they may lead happy, healthy, and productive lives. We are proud to count among our members those who are affected by a chromosome 18 abnormality, extended family members, and professionals. We are a 501(c)(3) non-profit, tax-exempt public charity.

With this internship, you will gain experience in...

- Researching, preparing, submitting, and managing social media posts that build awareness and improve the organization's brand.
- Creating, editing, and implementing Google Ads to help us improve CTR and reach more new families.
- Working with other staff members to promote events and fundraising opportunities.
- Recommending optimization or action based on performance of posts.
- Assisting in the marketing strategy and revision of existing web pages
- Preparing, submitting, and managing media releases to all media platforms.
- Creating, planning, and executing our social media strategic plan as part of long-term design project.

Preferred Knowledge and Skills:

- Strong written and verbal communication skills required to communicate with members and potential donors.
- Strong time-management skills, attention to detail, and ability to meet deadlines.
- Experience with media and marketing preferred, but not required.
- Strong contributor in team environments

Preferred Qualifications

- General knowledge of all major social media platforms required
- Previous experience with Google AdWords, Canva, and WordPress preferred, but not required.
- Experience working in deadline-driven environments.
- Able to work well in a team environment, handle multiple assignments and meet deadlines.

Applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, genetic information, sexual orientation, gender identity or expression, pregnancy, protected veteran status or other status protected by law.