



## Swim Internship Program (SIP) 2023

### General Description

Looking for experience in marketing and development but can't get around the whole "you can't get experience without a job, and you can't get the job without experience" thing? Sounds like you need a place to show off and improve your skills. We're not just going to have you fetch coffee and make popcorn, we want you to be part of the Swim team in all aspects of our work.

We're looking for a highly-motivated, determined individual who can join our team for 10 weeks to gain experience *and* learn valuable digital marketing skills in a fast-paced environment. You'll get a little taste of everything Swim has to offer as a full-service agency. Work on a variety of client projects from conception to execution to get a real taste of what agency life entails. You'll be responsible for working with clients and the Swim team to generate work that is on-brand and out-of-this-world.

Swim Creative is a street-smart marketing agency founded in 2006 with a single purpose: getting people to notice you. Individual talents include copywriting, account management, design, interactive, website design & development, digital, analytics and social media. When creativity and strategy sync: you Swim.

The successful Swimtern\* will work closely with the Digital department to develop and strategize digital assets for use in all marketing materials for both client and Swim Creative projects.

\*must love dogs

### Job Description:

The digital specialist Swimtern will assist with developing digital marketing strategies that drive conversions. This Swimternship is an opportunity to work with the Swim Creative digital team on various projects, including but not limited to creating content, social media campaigns/management, and analyzing/pulling digital campaign data for clients. We are looking for someone who can contribute to our digital marketing efforts by working in a fast-paced environment that requires excellent communication skills as well as strong analytical abilities. Our Swimterns have access to tools such as Google Analytics, Google Tag Manager, social media pages (Facebook pages & Facebook Ads, Instagram, Twitter, TikTok and LinkedIn), and other third-party tools.



### **Detailed job duties include:**

- Assist with planning, developing and executing digital marketing campaigns for clients.
- Create, maintain and optimize content that is relevant to our clients' business goals.
- Work with internal teams on digital ad projects as well as other related tasks in order to ensure the successful execution of campaign objectives.
- Assist with testing, optimization and reporting of digital ads.
- Review and pull client data from Google Analytics.
- Assess client needs by conducting research.
- Assist with creating PowerPoint/Google Slides presentations.

### **Qualification**

- A degree in marketing, communications or related field
- Experience working with digital marketing and advertising campaigns
- Experience using Google Analytics to analyze data and develop actionable insights for clients
- Ability to work independently as well on multiple projects at once while maintaining confidentiality
- Strong communication skills. both written and verbal
- Ability to use strong analytical tools such as Google AdWords, keyword research tools, etc.
- Ability to multitask effectively within tight deadlines

Apply today and join us in the deep end!

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### **Hours and Pay**

10-week duration, a minimum of 240 hours, 24 hours a week, hours of the day to be determined

\$11/hr for 10 weeks (or school credit if we speak with admissions)

Equal opportunity employer

Must be eligible to work in the U.S.

Apply by March 15, 2022 (Swim to choose by April 1, 2022)