



Swim Internship Program (SIP) 2024

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 Social Media department to develop and strategize digital assets for use in all social media marketing campaigns for both client and Swim Creative projects.

*must love dogs

Job Description:

The Content Producer Swimtern will assist with producing digital marketing content for our digital campaigns. This Swimternship is an opportunity to work with the Swim Creative social media team on various projects, including but not limited to content design and production, social media campaign management, and digital campaign data analysis. We are looking for someone who can contribute to our social media content production and 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 social media pages (Facebook pages & Facebook Ads, Instagram, Twitter, TikTok and LinkedIn), and other third-party tools.



Detailed job duties include:

- Conceptualize, design and produce content that is relevant to our brand and our client's social media strategy
- Work with internal teams on social media strategy development and marketing projects, as well as other related tasks in order to ensure the successful execution of campaign objectives
- Provide input on the planning, development and execution of digital marketing campaigns.
- Review and pull social media data and analytics.
- Assess client needs by conducting research.
- Assist with creating PowerPoint/Google Slides presentations.

Qualification

- Undergrad students in marketing, communications, design or related field
- Experience working with social media marketing and digital campaigns
- Experience writing and developing social media content
- Preferred experience using design tools, such as Adobe Suite (Photoshop, Indesign, Illustrator, etc)
- 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, hashtag research tools, etc.
- Ability to multitask effectively within tight deadlines

Apply today and join us in the deep end!

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.

SWIM

Apply by March 15, 2024 (Swim to choose by April 1, 2024)