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# Digital Marketing & Web Development Idle-Hour Ranch Internship Program

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## Summary:

Digital Marketing and Web Development interns will work side-by-side with IHR management to maintain, implement new, and improve existing email/social media marketing campaigns and web updates. Interns will occasionally work together as a team to form a creative workshop, promoting edification and the acquisition of valuable interpersonal skills. They will also have the opportunity to participate hands-on in IHR activities that promote a greater understanding of their marketing subject and target audience. This internship is designed to encourage innovative thinkers, allow application of real world experiences, and provide portfolio-building opportunities.

## Responsibilities:

- **Web Development interns** perform basic to intermediate marketing and web development tasks, including: writing HTML/CSS/Javascript for web updates, creating web graphics, editing, uploading photo/video content, and carrying out other web related requests.
  - Assist in the creative production and design of various online media.
  - Assist in website development and improved media outreach.
  - Assist in organizing existing media content.
- **Digital Marketing interns** work within IHR's email and social media marketing campaigns, focusing on the IHR Blog, Facebook, Twitter, YouTube, and other social media networking sites, alongside working on larger email marketing campaigns, and using analytics tools to inform our digital marketing efforts.
  - Conduct assessments of media outreach.
  - Assist in the preparation and distribution of mass emails, website updates, and social media posts.
- Assist in providing new ideas.
- Assist online marketing staff in their daily routines.
- Manage online calendars.

## Requirements

- 18 years or older
- Negative TB test results (from 9 months or less prior to internship)
- Proof of Tetanus vaccination within past 5 years
- Be able to work a minimum of 4 consecutive hours
- Strong oral and interpersonal skills
- Proficiency with popular social media platforms
- Ability to work independently
- Ability to follow all instructions, verbal and written
- Adhere to ethical and confidential codes
- Excellent research and writing skills
- Ability to sit or stand for more than 30 minutes at a time
- An appreciation for informal, lifelong learning in agreement with Idle-Hour Ranch's mission and commitment to education and conservation

## Candidates

IHR is looking for hard working interns that desire hands-on experience working with websites and social media marketing campaigns. Applicants must be dependable, detail-oriented, and able to multi-task. Preferred candidates are proficient in graphic design, web programming languages, familiar with web content management systems, experienced with public relations writing, and have the ability to conceive of new projects in addition to executing assigned ones. Interns will need access to their own tablet or laptop.

**Availability:** Limited

Currently Summer & Fall Semesters only

## Time Commitment:

Minimum of 20 hours per week

During standard business hours

Friday, Saturday, Sunday 10:00a – 7:00p

Select weekday hours may be available

## To Apply:

Summer Semester 2015

- April 2 – applications due
- April 26 – students notified
- May 24 – semester begins
- August 31 – semester ends

Fall Semester 2015

- July 4 – applications due
- July 26 – students notified
- August 23 – semester begins
- November 30 – semester ends

Send completed application packet to:

Idle-Hour Ranch Internship

4845 Fenner Rd.

Troy, OH 45373

## Application Packet:

- Resume**
- Letter of Recommendation** – from your advisor, professor, or university
- Requirements for Credit** – If you are seeking credit please include a copy of the requirements for credit, and a letter from your advisor verifying that you will be receiving credit
- Signed Release**
- Signed Disclaimer**
- Negative TB test results** (performed within 9 months of internship start date)
- Proof of Tetanus vaccination** (from within the past 5 years)
- Essay** – A one page essay answering the following questions:
  - Why are you interested in this internship?
  - What are your expectations for this internship?
  - What makes you qualified for this internship?
  - What skills can you bring to IHR?

Direct questions to: Brittany Michelle at

IHRtheplacetobe@gmail.com