



INTERSECTION

JOB POSTING September 6, 2017

DIGITAL MARKETING INTERNSHIP

Company: Intersection-Inc / The Design Academy
Location: San Diego
Job level: Intern
Key Job Functions: Assist in the creation and implementation of social media strategy and campaigns. Assist with marketing promotions.

Intersection-Inc, an innovation consultancy, and its education collaborator, The Design Academy, is looking for a highly motivated, self-starter to join our team for an internship. The ideal applicant will possess strong knowledge of the digital marketing/media landscape, including various social media sites. The successful candidate will be responsible for monitoring and posting on social networks, participating in online outreach and promotion, optimizing our website and conducting keyword analysis, contribute to brand strategy and website design. Those looking to gain valuable online media experience with an established organization are encouraged to apply.

PRIMARY RESPONSIBILITIES

Work directly with the Partners to create and implement a social media campaign based on the 2 brands of the company

Develop content and calendars on a weekly and monthly basis

Monitor analytics with and identify viable ideas.

Attend local events and internal training as required

Promotion of human-centered design/design thinking workshops

REQUIREMENTS

Communications, Branding, Marketing Majors and/or Graphic Design major with Digital marketing experience.

2+ years' experience in digital marketing / social media, including education



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Excellent oral and written communication skills

In-depth working knowledge of Facebook, Twitter, Instagram, YouTube, Google+

Experience with social media analytics, including Google Analytics and Facebook Insights

Photoshop

Experience with newsletter and websites

Graphic experience and/or video creation a strong plus

MEET INTERSECTION-INC

We are a global strategy & product/auto design consultancy. Through the lens of design, we fuel innovation by translating business strategy into meaningful user experiences, products and services. We do this by creating intersections between companies, internal teams research, customers, individuals, science, technology, and markets.

We are looking for someone to help drive our growth through social media. This is a unique opportunity to work with a talented leadership team, including Chuck Pelly, 45-year highly-acclaimed veteran of the design industry. Chuck Pelly is the founder and former President of Designworks/USA, one of the world's top 10 design consultancies purchased by BMW Group.

We are broad in our scope and unique in our approach. Key industries we consult with are well-being/medical, material processes/application, automotive, consumer electronics, and energy.

Contact: info@interseciton-inc.com