

**Position Title:**

Digital Marketing Intern  
Greater Peoria Economic Development Council

**Wage & Hours:**

\$8.50/hour  
15-20 hours/week

**Reports To:**

Director of Marketing

**About Greater Peoria Economic Development Council:**

The Greater Peoria Economic Development Council drives economic growth in Greater Peoria through targeted business and talent development and attraction.

**About the Position:**

The Greater Peoria EDC is looking for a savvy **digital marketing intern** ready to improve their skills helping the Director of Marketing develop digital marketing metrics, improve SEO/SEM and inbound marketing efforts, and assist in social media marketing and management — all while working with a knowledgeable, fun, and energetic team! You will learn about all of the exciting things happening in the Greater Peoria region and take part in improving our collective impact strategies. This is a great position for any student with a love for data and digital marketing tools. This is an opportunity to take part in the building process of the digital marketing solutions at a regional organization.

**Overall Responsibilities:**

The Digital Marketing Intern will assist the Director of Marketing through the creation and implementation of a marketing strategy for 2018. With a current focus on the establishment and tracking of marketing metrics, the digital marketing intern will be tasked with reviewing current analytics tools, helping set up new tools or consolidating existing tools, monitoring digital marketing metrics, and generating reports. The intern may also assist in improving SEO for organization websites, monitoring inbound marketing campaigns, and social media management.

**Responsibilities:**

- Review all current platforms being utilized by GPEDC to capture web analytics
- Scan organization websites to identify needed updates and opportunities to improve SEO
- Assist in setting up marketing automation system using SharpSpring
- Create reports on organization's digital marketing data analytics

**Skills Required:**

- Familiarity with data analytics platforms
- Familiarity with SEO/SEM and inbound marketing techniques and tools
- Familiarity with WordPress
- Experience managing multiple social media platforms
- Working knowledge of Excel
- Creative problem solving & critical thinking
- Task-oriented & self-motivated
- Positive communication skills

**How to Apply:**

Interested applicants should email their cover letter, resume and any relevant work examples to Tory Dahlhoff, Director of Marketing, [tdahlhoff@greaterpeoriaedc.org](mailto:tdahlhoff@greaterpeoriaedc.org)

*This is a paid internship. All applicants must be current college students.*