

Content Marketing Intern

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Overview:

Integrating Consistent Opportunity using Nostalgia, Innovation & Cultivation™, also known as ICONIC, is the very first innovation-based branding consultancy in the Hampton Roads area. ICONIC focuses on curating tailor-made branding campaigns for corporations, non-profits, personal brands, and professional organizations. This fast-paced, hands-on internship is perfect for the futuristic, innovation-focused student that loves to learn, lead, and grow in the field of mass communications.

Established in 2011, the ICONIC formula is public relations infused with project management. This process alone allows both clients and businesses to remain agile and distinctive in building top-tiered branding campaigns for all brands. Pushing the envelope through experimentation, innovation, and tried and true methodology is how ICONIC erases limitations and pushes boundaries.

We are seeking a creative content marketing intern who is passionate about learning marketing technology and content development on multiple platforms. The content marketing intern will help assist with high-impact projects that will help change the landscape of brands and businesses alike.

Who You Are?

- A rising junior or senior undergraduate student, graduate student, or recent graduate interested in exploring a career in digital marketing and content creation.
- Self-starter with strong interpersonal, verbal, and written communication skills
- Enthusiastic and excited about discussing recent trends, tips, and ideas.
- Possess a great attitude and a desire to learn as well as excellent organizational skills.
- Ability to work collaboratively with a team and contribute insights.
- Resourceful with the ability to balance multiple responsibilities and work independently.
- Must be results-driven and take appropriate steps to achieve goals while taking ownership of situations as needed.
- Ability and comfort with delivering under tight timing constraints.
- Open to hybrid-collaboration – remote and/or in-person
- Ability to innovate and make an impact with your ideas in real-time. Proficient in MS Word, Excel, PowerPoint
- A creative mind with a sharp eye for good copy, images, and overall contextual appeal

What You Will Learn

- Streamline ICONICS brand voice through consistent brand messaging and brand personality development.
- Help create and maintain all digital assets.
- Be avid in key content creation software like Canva and Mailchimp.
- Regularly assist in the creation of various content including a long-form blog post, social media copy, newsletters, case studies, whitepapers, web copy, in-depth guides and landing pages, scripts, and brochures.
- Be avid in digital content creation and captions for platforms like YouTube, Instagram Reels and IGTV, Facebook Business Suite and Creator Studio, LinkedIn Stories and long-form post, Pinterest boards and pins, and Twitter dialogue.
- Assist in proposals, presentations, digital content.
- Learn to deep dive into content analytics to gain insights on conversions and opportunities for digital growth.
- Perform content audits identifying necessary changes to ensure all content is consistent.
- Edit and proofread all text manufactured from ICONIC and clients.
- Ability to manage multiple deadlines and work in a fast-thinking environment.
- Contribute to any additional tasks as may be required by the company.

How to Apply

To be considered, all candidates must submit both resume and cover letter to pamela@thebrandingicon.com

Anything Else?

This is a hybrid role which means work will be in-office as well as virtual as conditions permit. To enhance your work experience as a value-based company rich in culture, collaboration, and encouragement I am offering educational sessions, networking opportunities, and career development advice.

This internship is unpaid. However, recent graduate students who have matriculated their graduate degree can apply. Working professionals may apply for experience as well.

Due to current health restrictions, all interviews will take place over Google Hangouts. If I reach out to you for an interview, please prepare yourself for a video conference.

ICONIC, following federal and state law, is an equal opportunity employer. ICONIC does not discriminate based on race, color, national origin, religion, sexual orientation, gender identity, pregnancy/childbirth, medical condition, disability, age, ancestry, marital status, citizenship, or veteran status. This nondiscrimination policy covers all candidates, staff members, interns, and volunteers.