

August 11, 2017



Fall 2017 Internships - Marketing

Pepperjam – Conshohocken

Apply at: <https://careers-pepperjam.icims.com/jobs/1257/fall-2017-internships/job?branding=live>

Overview:

Pepperjam is currently seeking marketing interns for the fall semester. There are a variety of departments within the Agency Services segments of the business that are looking for bright and enthusiastic individuals wanting to gain hands on experience in the Search/SEO and Display Marketing channel. The marketing intern can expect to gain insight into innovative marketing and communications strategies through full participation in company activities and directives. Intern must have exceptional Microsoft Word and Excel knowledge.

Responsibilities:

Responsibilities will vary internship to internship, however outlined below are a few potential duties:

- Execute paid search engine marketing tactics for a recently acquired client
- Audit current search program and report findings and recommendations to management
- Report & analyze program performance and present to management
- Optimize bids, adcopy, and landing pages to drive top-line revenue and bottom-line margin
- Assist in planning and strategy recommendations
- Assist Client Marketing team with overseeing all channel activity and assist in budget management and report creation, along with helping channel teams remain aligned with client goals
- Draw insight from program results and ensure dialogue with internal team on informed strategic implications
- Assist in education of clients on Paid Search, Affiliate, Social, and Display Advertising/Retargeting principles, tactics and strategies on varying levels based on client knowledge and needs
- Assist with oversight of project work, looking for creative and strategic consistency, making sure all deliverables meet business and marketing objectives

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Qualifications:

- College Senior - Graduating in 2018
- Interest in Digital Marketing encouraged.
- Prior internship experience a plus.
- MUST have strong organization skills and pay close attention to detail
- Ability to interpret a variety of instructions furnished in written, oral, or schedule form
- Applicants must live or be able to commute to the Conshohocken area
- Computer Skills- Microsoft Word and Excel are a must