

Paid Internship
Digital/Social/SEO

Warm Thoughts Communications is a rapidly growing, national, full-service marketing agency serving more than 100 clients in the residential energy industry. We are looking for a candidate who is excited about working in a fast-paced environment, is an organized, self-motivated multi-tasker and team player. If you are ready to launch your career with a growing digital agency, this is an exciting opportunity.

Term: One year, after which the position may convert to a full-time position. Candidates should have a bachelor's degree with a digital marketing concentration, and some previous experience in a professional marketing environment.

Social Responsibilities (60%)

- Community and reputation management support including responding to reviews and comments in a timely and professional manner
- Keep current with social trends and best practices
- Create original, relevant content for pages to reach clients' target audiences
- Help social team manage paid social and advertising
- Help produce monthly client content calendars and reports
- Engage with clients to help develop strategy and resolve customer service issues
- Support the social team in the management of client social pages

SEO Responsibilities (30%)

- Assist SEO specialist to collect, report, and analyze website analytics for clients
- Perform keyword research, expansion, and optimization for clients
- Work with development team to ensure SEO best practices are implemented
- Work with editorial team for SEO optimized content creation

Digital team responsibilities (10%)

- Assist the digital department manager as needed, including, QA new websites for launch, manage incoming maintenance requests and keep reports updated for the department

Requirements

- Candidate should be available to work a 40-hour work week during standard business hours in the Eastern Time Zone.
- Recent SEO/Digital/Social Media education or experience, with long term interest in work in the digital space.
- General Knowledge of website analytics tools (e.g, Google Analytics, Google Search Console, Facebook Insights)
- Understanding of performance marketing, conversion, and online customer acquisition
- Interest in latest trends and best practices in SEO and social

- Graphic design experience a plus (Canva and Powerpoint is sufficient!)
- Excellent written and oral communication skills.
- Excellent computer software skills including the entire Microsoft suite
- Willing to learn new industry in great detail and depth.
- Excellent organizational skills and attention to detail necessary to function well in a busy, high-volume department.
- Willingness to occasionally help resolve client issues during non-business hours

About Warm Thoughts Communications:

Warm Thoughts Communications is a rapidly growing, national, full-service marketing agency serving the residential energy industry. We are fully remote work environment with a central office located in Northern New Jersey and just a few miles outside of Manhattan. We are growing at a faster rate than at any time during our 30-year history and we are looking for "A" players who are excited about being an important part of our digital growth and overall success. We create marketing solutions across a broad range of channels including digital, social, print and direct response, advising our clients on business development, revenue growth and profitability. Our vision is to solve our clients' most important sales, marketing and business challenges.

Job Type: Paid internship, including benefits,, 40 hour work week

Compensation: \$15.00/hr

Work authorization:

- United States (Required)