



Day Communications, Inc.
Paid Marketing Internship Fall 2019

Heavy focus in copywriting & content development

We are seeking a HIGHLY motivated and results-driven public relations/marketing intern to serve as a copywriter and content development specialists with Day Communications. This is an excellent opportunity for an individual who wants to work as part of a skilled team to gain valuable experience with a variety of clients and companies. Candidates should be comfortable taking direction from other team members and should also expect to take the initiative to learn about current and emerging trends.

Graduating seniors or recent grads: potential for full-time employment after 3 to 6 months.

ACTUAL THINGS YOU'LL DO

The work you do will vary and may be heavier in some areas than others. The following are the types of work you'll actually perform:

- Market research to serve as the working basis of the marketing campaigns
- Research, interview and write stories varying in length from 150 words to 1,200 words for digital and print
- Write marketing headlines, copy and optimize it for web
- Curate, research, and write content for monthly e-newsletters, matching tone and voice
- Design, develop, format e-newsletters using Mailchimp or constant contact
- Custom design and format website pages with approved content and pictures, integrating in plugins, social feeds, and responsive layouts if needed
- Contribute to maintenance of editorial calendar and help oversee content development production process
- Social media management
- Tracking and reporting
- and much, much, more...

Qualification and Skills:

- Outstanding writing skills
- Outstanding editing, fact-checking and proof-reading skills
- Experience with Document Building: Word Processors, Spreadsheets, Databases, Google Docs, Microsoft suites (Adobe Creative Suite a plus).
- Online publishing experience, with demonstrated experience working with WordPress websites – Basic page-layout skills
- Ability to meet deadlines and produce quality work. This means you are willing to put in the effort/time required to get the job “done right” – not “done right now.”
- Design and video editing chops are a plus

Educational Requirements: College junior or senior working to obtain a degree in communications, public relations, marketing or business.



Employer Name: Day Communications, Inc.

Timeframe: August to December 2019

City/Location: Winter Park, Florida

Company Description:

Day Communications, Inc., launched in 2006, is an integrated marketing communications boutique firm supported by a diverse team of right- and left-brain professionals — veteran marketers, former journalists, creative strategists, business analysts and savvy digital media specialists. Together, we have been delivering award-winning marketing communication services to public and private sector clients in transportation, engineering, hospitality and retail industries. To learn more, go to www.daycommunications.com.

How to Apply:

Send resume, cover letter and 2 writing samples to info@daycommunications.com, Attention Amanda Day. Your cover letter needs to answer why your skills, talent and personality will boost productivity and bring a smile to faces.