



DAY COMMUNICATIONS, INC.
JOB DESCRIPTION: MARKETING INTERNSHIP
POSTED: MAY 5, 2022

Calling all future marketers – Day Communications seeks a marketing intern. In this role, you will do more than the mundane. Interns at Day Communications are immediately integrated into the marketing team to support client project deliverables in a fast-moving environment.

WHO WE ARE

[Day Communications](#) is a boutique marketing communications agency and has served Central Florida since 2010. With more than 20 years of practical experience, we specialize in creative design services and implementing marketing programs from concept to completion. We represent a broad spectrum of public and private sector clients, which includes the transportation, transit, tolling, legal, and engineering fields, as well as non-profits such as [Bike/Walk Central Florida \(BWCF\)](#). One signature effort Day Communication led was a behavior change program called [Best Foot Forward](#), which became the largest grassroots pedestrian safety campaigns of its kind in Florida.

Interning with Day Communications not only means working with marketing professionals with big hearts and enormous talent but being supported by all members of the team to grow your skills and build your career. Here, you'll be part of a team pushing for making brands and issues matter in today's world, by combining behavioral science with compelling creative and effective distribution aimed to reach new audiences and drive lasting change. You will gain valuable experience in advertising, communications, digital marketing, and public relations. If this sounds like a team you want to be part of, please get in touch.

Day Communications is committed to fostering a diverse work environment and proud to be an equal opportunity employer. As we highly value diversity in our current and future employees, we do not discriminate (including in our hiring and promotion practices) on the basis of race, religion, color, national origin, gender, gender expression, sexual orientation, age, marital status, veteran status, disability status or any other characteristic protected by law.



ABOUT THE INTERNSHIP

Timeframe: Three months, however some may be extended up to six months, with opportunity for full-time employment

- Start date: June 1, 2022
- Must be physically located in the Central Florida area to qualify
- Office location: Winter Park, Florida
- Hours: 24-32 per week, flexible schedule with two-days in the office
- Compensation: \$14 - \$16 per hour

RESPONSIBILITIES

- Work with the marketing team to develop marketing campaigns and support visual design and copywriting for a wide range of designs for print and digital advertising, outdoor billboards, special promotions, collateral pieces, sales materials, dashboards, event materials, motion graphics, infographics, social media design, and more.
- Collect quantitative and qualitative marketing campaign data and assist with weekly performance analysis and ad tracking.
- Interface with regional media outlet representatives and support advertising and media purchasing.
- Work with the Visual Design Manager to format newsletters and e-blasts for clients using systems like Constant Contact, Mailchimp, and Tracker RMS that adhere to brand style, brand voice and visual guidelines.
- Conduct market, audience, competitive, and industry research to inform campaign and/or project strategy.
- Maintain accurate editorial calendars and assist with compiling monthly media coverage reports and calculating earned media values.
- Work with marketing team to develop campaign or project-specific copy for a wide variety of formats including web, advertising, social media, media releases, media pitches, and more.
- Locate, format, and archive press clips and prepare daily distribution.
- Monitor and update media and data tracking databases.
- Support creation of slide decks, presentations, reports, and dashboards.
- Participate in all internal and external meetings – briefings, brainstorming sessions, and presentations.
- Maintain upkeep of hard-copy and electronic libraries for internal tracking and clients.
- Complete special projects as assigned.



QUALIFICATIONS AND SKILLS:

- Demonstrated research, writing, editing and communication skills
- Demonstrated experience in developing communications for multi-platforms – video, web, print, blogs, PowerPoint, or social
- Outstanding writing, editing and proofreading skills, including AP Style
- Confidence working with the following platforms: Microsoft Word, Excel, PowerPoint, Google Suite
- Functional knowledge of Adobe Creative Cloud (Photoshop, Illustrator)
- Preferred functional knowledge of computer software programs such as WordPress, Yoast, Grammarly, Canva
- Motivation, strong work ethic, and attention to detail
- Ability to meet deadlines

EDUCATION:

- College senior, recent graduate, or first year graduate school student
- Marketing, Communications, or Advertising majors preferred
- Minimum 3.0 GPA

HOW TO APPLY:

Please email your resume, a cover letter, and a link or an example to showcase your work to info@daycommunications.com. For your cover letter, we would like to hear how your skills, experiences and personality will be a fit at Day Communications.

COVID-19 VACCINATION MANDATE:

Employment with Day Communications, Inc. is conditioned on proof of full vaccination against the COVID-19 virus (with a WHO-approved COVID-19 vaccine, as applicable) or approval of an exemption due to a qualifying medical condition or sincerely held religious belief prior to start date.