

DIGITAL MEDIA INTERN [PART-TIME]

Blueprint Alaska is a public affairs agency specializing in strategic planning, crisis communications, and public affairs for clients ranging from the state's largest industries, to small, family-owned businesses. The ideal candidate will enjoy working on both political and vote-seeking campaigns, as well as on more traditional, strategic communications. The right candidate will be willing to jump in with both feet ready to learn, and provide ideas and suggestions to a dynamic team. On the lighter side, the agency offers a fun, fast-paced, and creative work environment for employees who like to work hard and play hard.

This job is open until filled, and won't be filled until the right candidate is identified.

The digital media intern is an entry-level, part-time, paid position and will report to the junior account executive.

Required experience or education in public relations, marketing, communications, or social media/digital management. This position will work as part of an account team to assist with developing, creating, monitoring, and analyzing digital content in addition to tasks as assigned. The ideal candidate has the ability to communicate from the client's voice, curate and create content, and maintain audience engagement. Creativity is a must!

Responsibilities may include but are not limited to:

- Providing administrative support to the organization
- Preparing regular client reports
- Identifying brand and campaign objectives, then bring innovative solutions to the table
- Monitor social media trends
- Implement digital editorial calendars across varied platforms
- Create and monitor digital content (such as copy and creatives)
- Review and apply analytics for digital content
- Translate analytical data to measure campaign performance and provide campaign refinements recommendations
- Assist with monthly reporting
- Proactively propose new client campaigns
- Help craft and execute keyword planners and other SEO tactics like website audits (if applicable)
- Assist with preparation for client events
- Assist with client writing assignments to include press releases, blog posts, website content, etc.

Preferred Qualifications:

- Familiarity with social media platforms (Including Facebook, Instagram, LinkedIn, and Twitter) and digital platforms including Google
- Experience creating content for social media and digital platforms
- Experience analyzing data from social media and digital platforms
- Strong organizational skills and detail-oriented behavior
- Able to work without constant supervision
- Exceptional writing and communication skills
- Familiarity with newsletter management tools such as MailChimp and Constant Contact
- Familiarity with social media management tools such as Hootsuite, Tweetdeck, Sprout Social, Crowdriff etc. is a plus
- Familiarity with SEO and keywords are a plus
- Photography skills are a plus
- Must have a sense of humor and be fun to work with!

Please send cover letter and resume to tony@blueprintak.com