

Digital Marketing Internship

Inceptia, a division of National Student Loan Program (NSLP), is a nonprofit organization committed to offering effective and uncomplicated solutions in verification, financial aid management, default prevention and financial education. Our mission is to support schools as they launch brilliant futures for students, armed with the knowledge to become financially responsible citizens. Since 1986, we have helped more than two million students at 5,500 schools reach their higher education dreams. Each year, we help nearly 280,000 students learn how to pay for college, borrow wisely, resolve their delinquency issues, and repay their student loan obligations. Our solutions are designed to support student success by helping financial aid administrators maximize resources, so they can spend more time focusing on students. Learn more at Inceptia.org.

We are currently seeking a **Digital Marketing Intern**. This position will facilitate social media planning and web initiatives to drive community engagement and brand advocacy across multiple platforms. He/she will work closely with the marketing and financial education team to coordinate the successful development of digital channels, as well as complete ongoing administrative tasks to support online programs. Additionally, this role will serve as an onsite liaison for the remote VP to coordinate additional duties as assigned. This position is classified as temporary.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Gather information and assist in timely distribution of articles and research.
- Draft and/or edit materials as directed.
- Assist with website and social media maintenance.
- Gather and maintain up-to-date topic list for publications, newsletters, conference programs, etc.
- Assist in coordination of meetings, webinars, conferences, and other events as needed.
- Write, publish and maintain current content on Twitter, Facebook, YouTube, LinkedIn and other social media platforms with the aim of engaging Inceptia's target audiences.
- Create and maintain a comprehensive social media schedule by research and meeting with various stakeholders to develop content.
- Other duties may be assigned.

KEY SKILLS

- Excellent written and oral presentation skills
- Highly comfortable with technology and an interest in social media, digital marketing and related activities
- Competent with all Microsoft Office software

- Ability to handle multiple tasks simultaneously
- Highly organized with attention to detail.
- Ability to work effectively and efficiently with others, as well as perform in a self-directed capacity.
- Ability to research and create dynamic reports
- Ability to have fun and learn in a fast-paced environment
- Design background/knowledge is a plus

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION AND/OR EXPERIENCE

Minimum of one year of college with mass communication, journalism or marketing-related coursework or one to two years related experience and/or training. Or, a high school diploma and at least one year of study at an accredited postsecondary institution in business, marketing, journalism or a related field required. Expertise in publishing or participating on blogs, social news, video/photo sharing, social networking applications with a strong personal interactive reputation. Experience with monitoring, engagement and analytics platforms a plus.

If you are interested in this opportunity, please apply online on our ADP Workforce Now site at **<https://bit.ly/2YRh3LO>** or email your resume to **hrd@fes.org**.

For more information, please visit www.Inceptia.org.