



Slice Communications
Job Description
Digital Marketing Intern

Slice is looking for incredibly talented people to join our team. In short, the best candidates will embody our core values of Yes, And Energy, Copilot Attitude, Goal-Oriented Focus, and Always Learning.

The Slice Squad operates in a hybrid work environment that our team loves because it enables them to work in whatever works best for them. Whether you choose to work from home or in one of our two co-working spaces located in Center City and Wilmington, DE, we still maintain our ability to collaborate, achieve goals, and grow professionally no matter the location. Beyond our work, we like to have fun, from happy hours to our annual holiday party and even small surprises in the mail! You can learn more about what it's like to be a part of the Slice Squad [here](#).

We provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Slice will provide reasonable accommodations for qualified individuals with disabilities.

All of our internships provide hands-on experience with our existing group of highly talented people and clients.

Expectations of the Role:

Social Media

- Create content for Slice Communications and various clients (in the form of social media posts, calendars, blogs, etc.)
- Research clients' competitors, industries, trends, influencers, and media targets to identify opportunities
- Assist in developing client profiles and pages on social media platforms.
- Realtime engagement and community management from client accounts
- Contribute to social community growth efforts

Email Marketing

- Research trending and popular topics/ideas to feature in emails for various clients



- Create content for various clients in the form of email drafts, email headers, and other email images when required
- Research clients' competitors, industries, trends, and influencers to identify opportunities for email marketing
- Assist in reporting and tracking key email metrics

Content Creation

- Write social media posts, email marketing copy, website copy, articles, blogs, eBooks, and other written content as outlined in the editorial calendar and on the timeline
- Interview client and their stakeholders as needed to gather information and understand the voice and tone of all produced content
- Research, brainstorm, and suggest new content ideas; proactively and opportunistically draft content that could benefit clients and the agency

Skills and attributes interns are expected to have:

- Strategic and critical thinking ability
- Excellent written and verbal communication
- Strong editing and note-taking skills
- Willingness to consistently learn and grow by asking pertinent questions
- Knowledge of social media channels, i.e. Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, etc.
- Energy and desire to come up with fresh ideas and create content to get clients noticed
- Attention to detail
- Ability to work a minimum of 16 hours per week
- Nice to have, but not required: Experience working in email platforms (Constant Contact, MailChimp, Hubspot, etc.)

The Great Teammate Commitment: Responsibilities of Great Slice Teammates

- Live out the Slice values when working with teammates and clients: Yes, And Energy; Copilot Attitude; Goal-Oriented Focus; and Always Learning.
- Practice the 13 trust behaviors.
- Consider teammates' and clients' communication styles and preferences.
- Communicate about tasks, workload, and deadlines, and make sure task status is tracked to ensure trusted communication with teammates. Ask for help prioritizing tasks if needed.
- Be open to new ideas, new possibilities, and change.
- Come to meetings prepared to participate, focus, and contribute value and perspective.



- Deliver high-quality work, and ask if I need more information or other support to do so.
- Speak up and share perspectives and expertise, and take a constructive, solutions-focused approach to interactions with teammates and clients.
- Listen with the intent to understand.
- Cheer on teammates and celebrate good work.

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