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## **Web Design & Development Intern; Digital Marketing**

**Job Type:** Internship; Part-Time

**Schedule:** Remote; Flexible; 10 hours a week

**Education:** College course experience in website design; SEO; digital marketing

### **Job Description:**

The Usher Syndrome Coalition is a non-profit organization that serves as a comprehensive resource for the Usher syndrome community, bridging the gap between researchers and families. Our mission is to raise awareness and accelerate research while providing information and support to individuals and families affected by Usher syndrome.

Usher syndrome is the leading genetic cause of combined deafness and blindness and as such website accessibility is an important aspect to our design. Must be willing to learn about the needs of this community.

An internship role in our practice provides the opportunity to sharpen your communication, analytical, and business skills while working as part of a virtual team environment. The Web Development & Design Intern will work to develop and optimize the website design and content; create GoogleAd campaigns; and learn about website accessibility.

The ideal candidate will have a strong understanding of web design & creating and saving templates for future use.

- Interns will learn how to communicate with executives, teams, and other interns in a professional, friendly, and efficient manner.
- Interns will learn how to implement Social Media, Digital Marketing, and Website design as needed.
- Interns will learn how to collaborate with a team in a virtual environment using platforms such as Asana and Google.
- Interns will attract traffic through SEO optimization of the website.
- Interns will pitch Google Ad ideas and oversee any subsequent campaigns.
- Interns will learn how to expand their digital marketing skills, as needed.
- Interns will assist the support staff with social media projects as requested.

### **Desired Skills:**

- Willingness to learn about website accessibility and accommodations to website design.
- Preliminary knowledge of Bloomerang; Firespring; GoogleAds
- Social media familiarity with Facebook; Instagram; LinkedIn; Twitter
- Understanding of all areas of digital marketing- SEO, Ads placement, email marketing, etc.

### **Qualifications:**

- College course work in website design and or digital marketing
- Strong knowledge of social media trends and the competitive landscape on digital marketing

This position is intended for college students in need of an internship to fulfill university credit. This internship will work with your university to ensure all criteria are met for your course and provides invaluable feedback at the end of the semester.

- The intern does not displace regular employees, but works under close supervision of existing staff;
- The intern is not necessarily entitled to a job at the conclusion of the internship; and
- The employer and the intern understand that the intern is not entitled to wages for the time spent in the internship and the intern clearly understands that there is no expectation of compensation.

**Duration of the internship: 6-12 weeks**

**Contact:** Monica Pruitt, Internship Coordinator at [m.pruitt@usher-syndrome.org](mailto:m.pruitt@usher-syndrome.org)