



Job Description

JOB TITLE: **SEO / Social Media Content Intern**

THE OPPORTUNITY:

You will work directly with the Senior Vice President of Marketing and the Associate Vice President of Media and IT. This position will assist the executives with extending the reach of the Velocity Retail Group brand, its subsidiaries, and partners by increasing our inbound marketing effectiveness through digital marketing, improved SEO and social media content marketing. This is a paid position of between 10 and 15 hours per week – after orientation and training some duties can be achieved by working remotely.

CANDIDATE:

You have a strong interest in inbound marketing and SEO
You are familiar with the basics of SEO (Search Engine Optimization)
You're interested in learning more about SEO and enjoy creative and technical writing
You have a basic understanding of digital marketing strategies
You are a self-motivated person who can work independently as well as with a team
You have a positive can-do personality that others want to work with
You are Social Media Savvy

REQUIREMENTS:

College student currently enrolled in a BS/BA program in the local area pursuing a Bachelor's degree in Marketing, Communications or similar fields
Experience on social media sites such as Facebook, Twitter, LinkedIn, etc
Prior experience with blogs and content management systems
Basic HTML / Wordpress
Basic to intermediate SEO Knowledge
Proficient with Google Analytics / Webmaster Tools

DUTIES:

Create graphics for postings and post updates
Basic website maintenance and page creation
Optimize published content and site pages
Perform SEO audits with Google Analytics and Webmaster Tools
Ensure that site is being crawled by Google on a regular basis
Ensure keywords are used properly
Use social media tools to automate tasks
Content Writing for Social Media
Produce and Send marketing emails using Constant Contact, MailChimp, etc

THE COMPANY:

Velocity Retail Group and our affiliate company Accelerated Development Services are market leaders in the Phoenix, Arizona area in providing commercial real estate services to retailers and owners of shopping centers. Our 25-person company has high ethical standards that provide a professional and respectful work environment in our offices near Biltmore Fashion Park

Apply at: careers@velocityretail.com – include cover letter and examples from your portfolio with your resume.