



O'Keeffe is a Digital PR and Content Marketing agency located in Cincinnati's Over-The-Rhine district. We specialize in helping our clients tell the right story, on the right channel, to the right audience, at the right time. Our aim is to be the best partner in storytelling by providing best-in-class content strategy and public relations services to our clients.

## **JOB DESCRIPTION**

We are seeking a student intern who enjoys being creative and innovative. The intern will provide direct assistance of the management of O'Keeffe and its clients' public presence with an emphasis on social media, web, digital marketing, PR, blogging, and data analysis that will be used to inform strategic decisions.

- Create, develop, proofread, and manage content for O'Keeffe and its clients utilizing content management software including Hootsuite, WordPress, Mailchimp, and more.
- Write clean and concise copy, and edit content.
- Manage social media, digital marketing, PR, and day-to-day activities including:

## **JOB RESPONSIBILITIES**

1. Curate relevant content to reach target audiences
  2. Create, manage, and evaluate performance of published content
  3. Monitor, listen, and respond to users in a "social" way by engaging in dialogues and answering questions where appropriate
  4. Assist with recommending the design and management of promotional material.
  5. Moderate user generated content
  6. Compile analytics reports showing results and provide insights/recommendations
  7. Create and manage a current list of media contacts to support PR strategy
  8. Conduct digital/web analysis and implement improvements for clients to enhance their search engine optimization (SEO) results and web traffic
- Assist with creating social media, web, newsletter, and blog calendars
  - Write and publish social media posts, blog posts, newsletters, and other content marketing material as necessary.
  - Assist with writing press releases and media alerts. Update media contacts lists with each PR campaign.
  - Coordinate with the team to curate content.
  - Assist with creating, implementing, and evaluating paid digital marketing campaigns on Facebook, Google AdWords, and other channels deemed necessary.
  - Work directly with the team to generate exciting ideas and content to promote O'Keeffe and its clients.

- Continuously improve by capturing and analyzing the appropriate website and social data/metrics, insights and best practices, and compile reports to inform decisions.
- Monitor trends in digital marketing, social media, and PR tools, applications, channels, design and strategy, and make recommendations where necessary.
- Take pictures and video as necessary.
- Perform additional duties as assigned.

## **QUALIFICATIONS**

- Enthusiastic, creative, and outgoing individual with the drive to take initiative and work both independently and interdependently with a team.
- Career and academic goals of being involved in the marketing/communications/PR/social media field.
- In-depth knowledge and understanding of social media and digital marketing platforms, their respective audiences and how each platform can be deployed in different marketing/outreach scenarios.
- Working knowledge of PR and media relations best practices.
- Experience with social media management. Knowledge of analytic techniques and web-analytics.
- Excellent writing skills. Candidates selected for an interview will be asked to supply writing/project samples.
- The ability to work with diverse groups and comfortable with working on client projects from many backgrounds.
- Experience and working knowledge of digital photography and design is a plus.

Qualified candidates should send a resume and cover letter to Dale Justice at [dale@okeeffepr.com](mailto:dale@okeeffepr.com).