

Continental Bank - Content Specialist Internship

Description:

Continental Bank is looking for a Content Specialist Intern to help develop content for our online newsroom, marketing emails, and social accounts.

We are looking for an intern to help contribute to the creation of content strategies, research trending topics in our industry, and write content. A Content Specialist Intern will work closely with other members of the digital marketing team, such as writers, designers, and managers. Our content specialists work in online or digital media, but there are also opportunities to work in print.

Those who thrive in this role have great writing skills, a strong desire to learn how to market their work, and knowledge of SEO best practices is a plus.

As a Content Specialist at Continental, you will publish your work through WordPress, our social channels, marketing emails, and print documents.

Who Continental is Looking For:

This internship is built for a student who is fresh to working as a content specialist, already has great writing skills, and is self-driven.

Requirements:

- A student who is currently or planning to major in Marketing, Journalism, or another related field
- A competitive cumulative GPA
- Computer literacy – understanding the landscape of online communications from working in Microsoft Word to using content management systems, content specialists are familiar with computer systems and software, and frequently use search engines to conduct research
- Writing proficiency – to write and edit with speed and accuracy, displaying a strong knowledge of English grammar and the ability to create clear, engaging, and informative text
- Organizational skills – organized and efficient, content specialists maintain calendars and juggle deadlines, keeping track of content throughout the editorial process and ensuring that work is submitted on time
- Marketing knowledge – content specialists understand the basics of how to market their content; familiar with industry trends, they use the appropriate strategies to draw in consumers

It's Also Nice to Have:

- Previous experience working in a CMS
- Basic knowledge of SEO

Duties and Responsibilities:*Conduct Research*

- When creating content, content specialists conduct research to enhance their content. This may also include identifying relevant topics, fact-checking, and analyzing sources to generate information.

Write and Edit Content

- After researching, content specialists write content. They maintain an appropriate tone in their writing, adhering to the Bank's style guide. When editing, content specialists check for errors in grammar, punctuation, style, and deliver a finished piece for review.

Create Content Strategies

- A great Content specialist for Continental can identify the aims of the Bank, seeking to create content that is in line with the Bank's goals. They target content to our specific audiences and look for content that is in demand. This may involve conducting market research or employing basic SEO strategies.

Maintain Calendars

- Content specialists can adhere to strict deadlines, ensuring that quotas are met. They maintain the editorial calendar by adhering to due dates and tracking content through the editorial process.

Coordinate with Designers

- Working with bank designers, content specialists ensure that their work meets Continental's standards.

Work Hours

This position will require between 10 – 20 hours a week.

Pay

This internship is designed as an un-paid position. Interns can be invited back for paid positions.

Expected Deliverables:

- A pre content creation proposal (research), including what aspects of our industry you would like to write about. (An outline will be provided)
- 2 high quality newsroom articles per week
- A mid-term and final metrics report on content performance.

What We Want to Provide You

We believe an internship should be a two-way relationship, one where you provide quality work for us and we provided quality, concrete, professional experience for you. At the end of an internship we aim to provide you with work to add to your portfolio and a greater understanding of content creation.