



DESTINATION BY DESIGN  
planning | design | promotion

## DESTINATION BY DESIGN

### Internship - Job Description

Company	<a href="http://www.dbdplanning.com">Destination by Design</a> (DbD) is a planning, design, and promotions firm focusing on vibrant downtowns, outdoor recreation, and place branding. Our passion is to enhance quality of life, create value, and cultivate healthier places to live. <a href="http://www.dbdplanning.com">www.dbdplanning.com</a>		
Location	Boone, NC		
Job Title	Digital Marketing Coordinator		
Reports to	Matt Powell	<i>Title</i>	Director of Communications & Place Branding

#### GENERAL DESCRIPTION

The DbD Digital Marketing internship includes a stipend and will span 1 semester, during which time the Digital Marketing Coordinator will assist the firm with the development and execution of a newly created content marketing strategy.

Components of the campaign include updating the company website, maintaining a content-rich blog, social media outreach with Facebook, Instagram, and LinkedIn, and a monthly e-newsletter and lead generation program.

Creative thinking and being team-oriented is REQUIRED, as is a willingness to learn and offer ideas to management.

Upon successful completion, campaign objectives will be evaluated utilizing web, social media, and email marketing analytics, and a detailed report will be generated for business and marketing insights.

#### PREFERRED SKILLS & EXPERIENCE (in order of importance)

- Web development &/or maintenance, using Wordpress platform
- Social media experience with Facebook, Instagram, and LinkedIn (especially for business purposes)
- Graphic design and/or digital imaging for web and social media publishing
- Copywriting or copyediting, with a focus on blogging, websites, e-newsletters, and social media marketing
- Experience with photography &/or video production & editing is a plus

#### EDUCATION REQUIREMENTS

- Applicant must be actively pursuing or have completed a Marketing, Advertising, or Communications-related degree and some demonstrated skills and experience.