

data.world Social Media & Content Marketing Internship

Internship Purposes and Goals

Job/Project Duration: 12 - 16wks during fall 2017; 15-20hrs/wk; based at data.world office in Austin, TX

Job/Project Description:

1. Execute key social media marketing optimization initiatives
 - a. Develop strategy to optimize our social media presence based on performance data, and increase our impact via iterative testing of social media posts
 - b. Become fluent in use of our social media metrics resource, True Social Metrics, and create reports to monitor performance of multiple channels
2. Support content marketing goals
3. Develop tailored content such as blog posts, email templates, and webinar scripts for target personas
4. Become fluent in use of Hubspot tools to implement testing plan for various content types
5. Manage relationships with data.world partners to grow the data.world community (via dataset challenges, targeted marketing campaigns, coordinating collaboration meetings, etc.)
6. Identify and engage with potential 'superusers' to convert to active users on the platform
7. Grow our presence on Reddit and other relevant forums
8. Support university outreach campaigns, paid acquisition/advertising, and event marketing initiatives
9. Other activities to support business team, as needed

If interested, please submit your resume to:

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