



# REBUILDING CENTER

## INTERNSHIP POSITION: DIGITAL MARKETING ANALYST

**Department:** Marketing & Communications

**Schedule:** 10-12 hours per week, Monday through Friday between 9:00am and 5:00pm; specific hours flexible to work with intern's schedule.

**Reports To:** Marketing & Communications Manager & Educational Instructor

**Description:**

The Digital Media Marketing Analyst will assist and support the ReBuilding Center's Marketing & Communications Manager and Educational Instructor in implementing data analysis strategies to track metrics for social media, newsletter, website campaigns, and event sign-ups.

In the course of this work, the Digital Marketing Analyst will receive mentoring in nonprofit marketing methods at a dynamic nonprofit organization committed to inspiring people to value and discover existing resources to strengthen the social and environmental vitality of our communities.

This position is offered as a **three-month to six-month internship** designed for an individual interested in gaining nonprofit data analysis experience and developing business, marketing, technical, and analytical skills.

**Responsibilities:**

1. Assist the Communications & Marketing Manager to develop marketing campaign strategies, collaborating with RBC team members to identify campaign opportunities and translate data into simple, actionable plans. Suggest improvements to help optimize user experience across digital channels based on data and observed trends. Report bi-weekly on website, social media, newsletter, and event sign-ups.
2. Devise and conduct A/B tests and use data analysis tools to identify top influencers and seek out trending topics, concepts, hashtags, and keywords. Help track on ROI, peak posting times, and engagement. Gather metrics from campaign data (website traffic, audience/prospects, and click-throughs/click-rates).
3. Assist the Communications & Marketing Manager and Educational Instructor to identify tactics to deepen engagement with key audiences and expand our audience/reach for ReBuilding Center classes.

**Qualifications:**

- High school degree (ideally some post-secondary education)
- Verbal and written communication skills, speaking with technical and non-technical audiences
- Working knowledge of Google Analytics and other data analysis tools. Advanced Microsoft Excel skills. Knowledge of JavaScript is a plus.
- A commitment to positive social and environmental change
- Must be highly self-motivated, organized, self-directed, and quick to respond to rapidly changing assignments. Must possess ability to work independently as well as collaboratively.
- We prefer, but don't require, some relevant experience with nonprofit organizations or in an office environment.

**To apply** please contact the Marketing & Communications Manager, Ashley Howe, by email [ashley@rebuildingcenter.org](mailto:ashley@rebuildingcenter.org) or by phone 503-729-7935.