

Digital Marketing Fellow at The Colibri Collective

Summer/Fall Fellowship: June 5, 2023 - December 29, 2023

The Colibri Collective seeks a mission-driven and detail-oriented Digital Marketing Fellow, who will be mentored by the digital coordinator. As a recent graduate in Marketing, Digital Media, or related marketing field, the Digital Marketing Fellow will play an integral part in campaign planning, execution, and management of progressive purpose-driven client accounts. The Digital Marketing Fellow will also measure, track and optimize campaigns, deliver reports, and manage databases. With strong mentorship and a leading creative team in place, The Colibri Collective will ensure your success and help you build cutting-edge digital marketing experience.

Fellows are expected to work on location (1425 N 1st St., Suite 100, Phoenix, AZ 85004). Fellows are expected to work 15-20 hours per week and earn \$15-\$17/hour.

Key Responsibilities:

- Participate in building client media plans, strategies, projects, and channel recommendations
- Execute digital campaigns and manage key brand and growth KPIs for various digital channels
- Analyze websites & landing pages for audience intent, performance patterns, and visitor experience
- Utilize SEO analysis with data, tools, and resources available
- Manage budget optimization and reconcile budgets
- Deliver reporting and transform data analysis into stories
- Generate digital media insertion orders
- Work closely with the Digital, Communications, and Creative teams to coordinate deliverables for ad campaigns

Required Qualifications:

- Proficient and familiar with Facebook Ads Manager and Google Ads Manager
- Proficient with Google Email, Google Drive, Google Docs, Sheets, Slides
- Impeccable attention to detail
- Strong analytical and math skills
- Excellent writing and communication skills
- Willing to learn new skills and improve through feedback
- Demonstrates a commitment to teamwork
- Able to manage projects simultaneously while being highly organized
- A positive and outgoing attitude
- Self-starter and able to work with little supervision
- Positive attitude and professionalism
- Recent graduate—Bachelor's degree in Marketing, Digital Media, or related field, or 2 years experience in digital marketing
- Desired but not required: Google and/or Social Media Digital Certifications
- Being bilingual is a plus

Applications are due 11:59pm on Friday, April 21, 2023

Submit a cover letter and resume through the online form at <https://www.thecolibricollective.com/fellowship>. Must be submitted as one PDF document. Incomplete applications will not be considered for an interview.

Interviews will be held from April 24, 2023, through May 5, 2023

Applicants must be available for an interview during these dates to be considered.