

Rotary Plus Restaurants Group Internship Program Overview: Digital Marketing Intern

At Plus Rotary Restaurant Group, we are excited to offer a dynamic and hands-on internship program for aspiring digital marketer. As a Digital Marketing Intern, you will have the opportunity to work on a wide range of projects and learn valuable skills in Google Ads, website traffic and SEO, e-commerce, partnerships, increasing our digital footprint, and managing our online reputation, including Yelp and Google.

Responsibilities:

1. **Google Ads:** Assist in the setup and management of Google Ads campaigns, including keyword research, ad copy creation, and performance tracking. Analyze data and provide insights to optimize campaign effectiveness.
2. **Website Traffic and SEO:** Collaborate with the marketing team to improve website visibility and organic traffic through effective SEO strategies. Conduct keyword research, optimize meta tags, and analyze website performance using Google Analytics.
3. **E-commerce Support:** Contribute to our e-commerce initiatives by assisting in product uploads, monitoring inventory, and optimizing product descriptions. Help drive sales through targeted promotions and offers.
4. **Partnership Deals:** Research potential partnership opportunities with relevant businesses or influencers in our industry. Assist in outreach, negotiation, and the execution of partnership deals to expand our reach and drive brand awareness.
5. **Increasing Digital Footprint:** Develop and execute strategies to increase our digital footprint across various channels, including social media, online communities, industry-specific platforms, and review sites like Yelp. Engage with online audiences and monitor brand mentions.
6. **Online Reputation Management:** Monitor and respond to customer reviews and inquiries on platforms such as Yelp, ensuring a positive brand image and customer experience.
7. **Content Creation:** Assist in creating engaging and impactful digital content, such as blog posts, social media posts, email newsletters, and review responses. Collaborate with the content team to ensure consistency with brand messaging and drive audience engagement.

Expectations:

1. **Commitment:** Dedicate a minimum of 15 hours per week for the internship program, with flexibility to accommodate special projects and events.
2. **Proactivity:** Take initiative in researching and proposing innovative digital marketing strategies to enhance brand visibility and reach. Be proactive in suggesting improvements and identifying growth opportunities.

3. **Analytical Thinking:** Utilize analytical tools and metrics to evaluate digital marketing performance. Provide insights and recommendations based on data analysis to optimize campaign effectiveness.
4. **Collaboration:** Work closely with the marketing team to align digital marketing efforts with overall marketing objectives. Contribute ideas and collaborate on cross-functional projects to drive cohesive marketing campaigns.
5. **Adaptability:** Be open to learning new tools, technologies, and digital marketing techniques. Stay updated with industry trends and developments, and adapt strategies accordingly.
6. **Professionalism:** Represent our brand professionally in all digital marketing activities. Uphold our brand values and guidelines, maintain confidentiality, and demonstrate integrity in all aspects of work.

This internship program offers a valuable opportunity to gain practical experience in digital marketing, e-commerce, and online reputation management within a fast-paced environment. We aim to foster your growth as a digital marketing professional by providing mentorship, guidance, and real-world projects to enhance your skill set.

Join us in creating a strong digital presence, driving brand awareness, and managing our online reputation. We look forward to welcoming a motivated and enthusiastic Digital Marketing Intern to our team.