



## **Scripps-Howard Communications Intern**

### **About Keep Cincinnati Beautiful**

Cincinnati is beautiful. We're committed to keeping it that way. Keep Cincinnati Beautiful's education, revitalization and environmental initiatives build community and foster pride in the places where we live, work and play. Our grassroots network of neighbors, sponsors and volunteers put passion to work creating safer, cleaner spaces and a higher quality of life for everyone.

### **Role Description**

A Scripps-Howard Communications intern is responsible for helping with Keep Cincinnati Beautiful's digital marketing, website, and social media efforts. The SCH Intern will have the opportunity to learn how to use Google Ads, Tag Manager, and Analytics, as well as our content management software Firespring. Position requires a commitment of 10 hours a week for 16 consecutive weeks.

### **Responsibilities Include:**

- Edit website content to increase search engine optimization and improve mobile experience
- Work collaboratively with KCB staff members to write, schedule, and post engaging content on all KCB social platforms
- Assist in managing the KCB Google Ads Grant, including developing and maintaining KCB Google ads
- Related tasks as assigned

### **Eligibility**

Applicants must be a presently enrolled university student in good standing, majoring in the areas of Communications, Journalism, or other related field. The ideal candidate will be a creative student who has a blend of writing and technical skills. They are self-motivated, able to work independently, and have a strong willingness to learn about digital marketing. All KCB employees are currently working remotely, but are expected to be able to report to the KCB Offices for arrangements as needed.

### **Compensation**

The successful applicant will be compensated in the amount of \$12.50/hour.

### **To Apply**

Please send a cover letter and resume to Matt Trokan at [matt@keepcincinnatibeautiful.org](mailto:matt@keepcincinnatibeautiful.org).