



Google AdWords Internship

Reports To:

Chase Mills, Operations Manager - chase@takemar.org

Details:

This is an unpaid Internship with a minimum requirement 8 hours per week. All interns are required to attend an Intern On-Boarding Day as described at <https://www.takemar.org/internships>. If the intern is seeking college credit, it is the responsibility of the intern to check with their school to apply accordingly.

Requirements:

- Must have an interest in sustainability initiatives.
- Must have a computer & reliable internet.
- Must have 8 hours per week to volunteer for Take MAR.
- Must practice a professional, constructive, and positive work attitude to ensure high morale and productivity.

Duration: **January 29th, 2024 - April 29th, 2024**

IMPORTANT: We require an hour long virtual meeting each week to review assignments and delegate tasks for on-going projects. The rest of your hours will be working independently. Schedules will be determined based on intern applications.

Location: Online via Google Hangouts or Zoom

Responsibilities:

- ✓ Manage our Google AdGrant Account
- ✓ Brainstorm and implement strategic Goods AdWords campaigns that meet the company's marketing plan
- ✓ Research Google AdWords to establish keywords relevant to our target market
- ✓ Monitor campaign performance to analyze trends and make recommendations on adjustments needed
- ✓ Report campaign performance to the rest of the team for cross-department transparency
- ✓ Test landing pages and total ad engagement flow from the customer's point of view
- ✓ Stay up to date on industry Google AdWord trends and evaluate how we can incorporate new practices

ACKNOWLEDGEMENT:

- ★ All interns will need to sign a waiver, NDA, and intern agreement.
- ★ Must reference the operations manual and read through the policies and procedures manual to ensure the proper safety protocols are implemented if interacting with Take MAR in-person or during events.

Sign up today at www.takemar.org/internships