

TSS Associates Inc

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Company Overview: We are a Manufactures Representative in the HVAC industry, specializing in providing heating, cooling, and heat pump solutions to residential and commercial clients. We are seeking a highly motivated and creative Digital Marketing Intern to join our team. This internship offers a unique opportunity to gain hands-on experience in digital marketing that will help educate contractors and homeowners on the benefits of electrification.

Job Summary: As a Digital Marketing Intern, your primary responsibility will be to assist in the creation, editing, and production of digital content for our company's online platforms, with a focus on social media. This role is perfect for someone with a passion for digital marketing, content creation, and social media management. No prior experience in the HVAC industry is required; however, a basic understanding of digital marketing principles and techniques would be beneficial.

Responsibilities:

1. **Content Creation:** Create engaging and relevant digital content, including infographics, videos, and other media formats to promote our products and services in the HVAC industry.
2. **Social Media Management:** Develop and implement social media strategies across various platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) to increase brand awareness, and engage with our target audience.
3. **Copywriting and Editing:** Write compelling and persuasive copy for digital ads, social media posts, website content, and email marketing campaigns. Edit and proofread content to ensure accuracy, grammar, and brand consistency.
4. **SEO and Keyword Research:** Conduct keyword research to identify relevant search terms and optimize digital content for improved search engine rankings.
5. **Website Management:** Assist in updating and maintaining the company website, ensuring content is accurate, up-to-date, and aligned with digital marketing strategies.
6. **Collaboration:** Work closely with the marketing team to develop and execute integrated marketing campaigns, aligning digital efforts with overall marketing objectives.

Requirements:

1. Currently pursuing or recently completed a degree in marketing, digital media, communications, or a related field.
2. Strong written and verbal communication skills with excellent attention to detail.
3. Proficiency in digital content creation tools, such as graphic design software (e.g., Adobe Photoshop, Canva) and video editing software (e.g., Adobe Premiere Pro, iMovie).

4. Familiarity with social media platforms and best practices for content creation, engagement, and analytics.
5. Basic knowledge of SEO principles and keyword research techniques.
6. Ability to work independently, manage multiple tasks, and meet deadlines in a fast-paced environment.
7. A creative mindset with the ability to think outside the box and suggest innovative ideas.
8. Passion for digital marketing and eagerness to learn and grow in the field.

Benefits:

1. Valuable hands-on experience in digital marketing and content creation for a manufacturers representative in the HVAC industry.
2. Mentorship and guidance from experienced professionals in the marketing field.
3. Opportunity to develop a portfolio showcasing your digital marketing skills and accomplishments.
4. Exposure to various digital marketing tools and platforms used in the industry.
5. Flexible work hours to accommodate your academic schedule (if applicable).
6. Possibility of a future job offer or recommendation based on performance and company needs.

To apply for the Digital Marketing Intern position, please submit your resume, cover letter, and any relevant samples of your digital marketing work or portfolio. We look forward to reviewing your application and exploring the opportunity to work together to enhance our digital presence and grow our business in the HVAC industry.

Note: This job description is intended to outline the general nature and level of work performed by individuals assigned to this position. It is not intended to be an exhaustive list of all responsibilities, duties, and skills required.