

Email Marketing Intern

Position: Email Marketing Intern

Location: American Black Beauty Doll Association (ABBDA), Oakland, CA - Remote

Duration: Summer 2024 (June - August)

Hours: Part-time, 20 hours per week

Description:

This unpaid internship offers valuable experience in managing email marketing campaigns for a dynamic non-profit organization. Responsibilities include creating and scheduling emails, managing subscriber data, and designing email templates.

About Us:

The American Black Beauty Doll Association (ABBDA) is dedicated to celebrating diversity through the creation and promotion of black dolls. We are looking for an Email Marketing Intern to assist in the development and execution of our email marketing campaigns. This is a great opportunity to gain practical experience and contribute to impactful projects.

Responsibilities:

- Manage Constant Contact email marketing platform.
- Upload all emails to Constant Contact.
- Create and design email templates.
- Respond to emails from subscribers and customers.
- Respond to questions from our AI chat bot.
- Assist in graphic design tasks for email content.
- Manage online giveaways and art contests.

Qualifications:

- Currently pursuing a degree in Marketing, Communications, or a related field.
- Familiarity with email marketing platforms (e.g., Mailchimp, Constant Contact).
- Strong writing and communication skills.
- Basic understanding of HTML/CSS is a plus.
- Proficiency in graphic design tools (e.g., Adobe Creative Suite).
- Detail-oriented and organized with the ability to multitask.
- Ability to work independently and collaboratively.

How to Apply:

Please send your resume, and a sample of your writing to sabrina@weloveblackdolls.com with the subject line "Email Marketing Intern Application."