Gimme Radio Inc.
Digital Marketing Intern
Nashville

About
We build highly engaged online communities for the passionate music fans of underserved genres. Currently, we have two communities in market - Gimme Radio (focused on metal) and Gimme Country (focused on country and Americana). We have some of the most trusted sources in music as the hosts of our online radio-like programming (e.g. Dave Mustaine of Megadeth in metal, Brandy Clark in Country).

We offer a unique opportunity to work in both the music and tech space. Gimme Radio is a new approach to music that combines the power of storytelling of traditional radio with the digital tools used by online radio and on-demand music services (e.g. mobile access, social sharing, live chat)

Intern roles and responsibilities
We are looking for interns who will be primarily focused on digital marketing. This includes designing digital marketing campaigns and paid digital advertising, launching these campaigns, and analyzing the performance of these campaigns.

Required qualifications
We would like an intern to have a basic understanding of the mechanics of Facebook/Instagram marketing (including paid), Google Ad Words and other social and digital platforms. The intern should understand the concept of A/B testing, and understand how to analyze performance metrics to optimize campaigns.

Preferred skills
Any skills that could help in the design of marketing campaigns (e.g. photoshop) would be a plus. Any experience in SEO marketing or e-commerce would also be very valuable.