



## About the Digital Strategist Residency

The Digital Strategist Residency is a culturally-specific industry diversification effort for Black-identified individuals. The program offers entry level work that is intended to lead to future employment opportunities with digital marketing firms in the Northwest. Key elements of the program include:

- Direct experience working within a digital marketing agency to hone residents' skills and approach to digital marketing.
- Direct experience contributing to Black-owned businesses that provide essential services to the Black community in the region.
- Culturally-specific mentoring to help residents' learn to activate their cultural and lived experiences as an asset to their workplace.
- Networking opportunities with firms in the region to build relationships that lead to future opportunities.

The program is a collaboration between the Blueprint Foundation, a Black -owned and operated workforce development nonprofit and Gravitare, a digital marketing firm with clients that range from small businesses to fortune 500 companies.

## Job Description

Our Digital Strategists are curious and passionate about driving results for clients, and keep up on trends in this fast-paced digital world. Our goal is to help you pursue your interests, give you the training you need to be successful in digital marketing and provide hands-on experience with client projects, all in an impactful six-month residency. You can be a talented creative, or an analytical thinker - you'll grow into one path that best fits your strengths.

**Term:** Six months

**Schedule:** 40 hours a week

- 20 hours a week at Gravitare, 20 hours a week supporting Blueprint Foundation / nonprofits

**Compensation:** \$18 / hr

## Work Where You Matter

You will be a key team member in supporting our Growth Department, with a focus on paid advertising (search and/or social), or SEO and User Experience. This position will

work with multiple disciplines internally and must be able to confidently communicate with their team and have a drive for becoming a leader and a strong voice for their digital vertical. You'll have the opportunity to audit client accounts, make your recommendations, craft your strategy and implement - from a big picture point of view to the finer details.

We'll provide training on Gravitate's approach, as well as help you get your certification in critical tools, such as Google Analytics. This isn't your typical internship with coffee runs, we want you to have an impactful experience and help us move the needle for our clients.

## Daily Responsibilities

This is a 40 / hour a week, 6 month residency, with potential to be hired for a Digital Coordinator position. Your internship will be a mix of training and real world client work.

- Listen carefully to our client's business goals and work with the Director of Growth and paid team to determine how visual and written content can help drive results.
- Assist Strategists on execution of proposed marketing/creative plans (copywriting, ad design, and account/campaign set up) - you'll have a talented team behind your back.
- Understand how to use tools like Facebook Ad Manager, Google AdWords, Google Analytics, and Google Optimize to make decisions for client campaigns.
- Check in on assigned client accounts to ensure budgets and performance are on pace, and look for optimization opportunities.
- Work with the internal marketing team, Social Media Strategist and Director of Growth to create an organic social media strategy for Gravitate and execute on a consistent basis.
- Garner insights from analytics, report on results, and provide recommendations internally and directly with the client (interest in this piece is required, but hard skills can be developed).

## A Little About You

- As part of the Growth Department, you are confident (without the ego) in your abilities and let your actions and work best represent your capabilities as a team contributor.
- You have a knack for creativity (from design to quick quips).

- You are confident or interested in digital marketing, including graphic design and copywriting.
- You have the ability to see the big picture as well as attention to detail on the finer production tasks.
- You have a desire to be a great communicator and aren't afraid of sharing your opinion.
- You have a desire to continue learning and building on your capabilities.
- You inspire others to be exceptional.
- You have the ability to communicate your ideas and work in a way that is easy for many different personalities to understand.
- You value the ability to contribute to internal team meetings.
- You see the process as a guide that you can expand upon.
- You are an excellent problem solver who keeps their cool when challenges arise.
- You are curious about new technologies, strategies and how they could play a part in client success.

## Suggested Skills

- Understanding of marketing fundamentals
- Experience with different social media and advertising channels
- Experience in graphic design
- Ability to write marketing material (understand the purpose and put together intriguing copy with attention to spelling and grammar)
- Willingness to learn more (on your own and as a team)
- Ability to work with several team members (design, development, creative) to execute on a digital strategy
- Use of Google Suite
- Working knowledge of Google Analytics a plus
- Working knowledge of WordPress and other CMS' a plus
- Ability to use Adobe Creative Suite a plus
- Experience in Conversion Rate Optimization, Email Marketing a plus

**Does this sound like you? Email us at [jason@theblueprintfoundation.org](mailto:jason@theblueprintfoundation.org) or utilize this online form: <https://www.gravitatedesign.com/blueprint/> We look forward to hearing from you!**