

Marketing Internship

Fishidy is currently seeking a marketing intern to help support the company's growing marketing initiatives. The ideal candidate has a basic knowledge of various social media platforms, excellent writing skills and experience or interest in learning more about blogging and/or digital content creation. The candidate must be comfortable working in a fast paced environment, be able to work independently, and be willing to learn and take on new tasks as needed. Personal experience with fishing or other outdoor related activities is not required, but will prove to be an advantage. This internship will allow the candidate to work closely with senior marketing staff and provide the opportunity to shape new strategies to help grow Fishidy's online community. Our marketing intern will finish having gained broad experience in various aspects of marketing, especially from the perspective of working for a startup company.

Company Description

Fishidy is a map-based, social network created for outdoorsmen and women to help them catch more fish and enjoy their outdoor experiences. The platform gives anglers the ability to keep detailed fishing logs and connect with waterways, other anglers and local businesses. Fishidy is an emerging startup company based in Madison, WI, and we are quickly becoming one of the most trusted resources in the fishing industry and that means we're growing. We're looking for passionate, motivated individuals, who enjoy the outdoors, to join our growing team at Fishidy.

What Makes Us Unique?

- Lean Startup operational philosophy
- Fast paced, collaborative environment
- Emerging company with plenty of growth opportunities
- We leverage some of the coolest technologies (Buffer, Wordpress, Crowd Sourcing, Cloud Computing, UberConference, JIRA)
- Business partnerships with some of the most high-powered brands in the outdoor industry

Responsibilities

- Social Media - Content curation and creation, post scheduling, brand mention listening and engagement, competitor monitoring
- Blogging – Featured author article support, comment strategy, guest blogging
- SEO – Offsite optimization, content creation
- Reporting - Metrics/analytics dashboard support
- Braggin' Board – Winner correspondence, mailing prize packs, sponsor support
- General Support – Assistance with customer service, competitor research

Requirements

- Undergraduate majoring in marketing, advertising and/or business
- Strong interpersonal and communication skills and great attention to detail
- Insatiable curiosity and strong desire to learn

- Must be comfortable in fast-paced environment with changing and sometimes conflicting priorities
- Interest in new content/editorial tactics and emerging technologies, including social media, search engine marketing and mobile
- Strong balance of creative and analytical skills
- Proficient with standard office productivity tools including Microsoft Excel, Word and/or similar programs

Email your resume to careers@fishidy.com