

Position: Google AdWords Grant Management Intern

Job summary: We're looking for a Google AdWords intern to join our team and maximize the benefits provided by our Google AdWords grant. This is a highly analytical and detailed position, with an opportunity to gain hands-on experience managing internet advertising. You'll strategize and implement approaches to fully utilize our AdWords grant. We're a small nonprofit that collaborates with many top environmental and conservation organizations in Virginia. Perks include opportunities for field work and portfolio-ready samples with real-world impact.

Sample projects:

- Build out the adwords campaigns and track, monitor, and report daily pay-per-click campaign statistics
- Monitor daily headlines and add relevant campaigns as necessary
- Manage and optimize campaigns
- Analyze keyword strength and add and pause keywords to campaigns
- Analyze ad content strength and add and pause ads to campaigns
- Minimize bounce rate and strengthen traffic and page rank

Requirements/skills:

- US work authorization
- Excellent written and oral communication skills
- Knowledge of pay-per-click advertising
- Proficient in Google Docs and Google Sheets
- Strong analytical and research skills
- Strong work ethic
- Ability to work independently and meet deadlines
- 1-to-1 virtual meetings weekly
- Also desired: Experience with Google AdWords, Google Analytics, and familiarity with SEO

Education:

- Sophomore, junior, senior, or graduate student in business, marketing, advertising, or a related program

Minimum time requirements:

Summer, 20 hours a week for 8 weeks

Academic term, 10 hours a week for 15 weeks

How to apply: Send cover letter and resume to Lauren Taylor at lauren@blueridgeprism.org.