



Marketing & Communications Intern

Feb 2025

Gigawatt Media is a growing digital media agency that specializes in connecting advertisers to audiences through powerful and innovative campaign solutions. We offer programmatic and search advertising across all connected digital channels, working collaboratively to coordinate solutions with our client's broader media investments and maximize overall campaign success.

Gigawatt's consultative approach plus expertise in emerging media has allowed us to cultivate strong regional and national client relationships across a variety of categories including outdoor hospitality, media, retail, higher education and more. We are seeking Marketing & Communications Intern to enhance our brand presence amongst the dynamic business community in Milwaukee and beyond.

The Marketing & Communications intern will work the EVP, Marketing to create content for Gigawatt's social channels, strengthen our network connections and optimize social performance. This role will also help produce customized materials, highlighting the value of key programmatic products, solutions, and trends that are relevant to our client's business objectives. Additionally, they will help with the evolution of Gigawatt's website and blog, focusing on driving sales leads, industry thought leadership and media education.

Website: <https://gigawatt.media>

Job Responsibilities:

- Produce content across Gigawatt Media's social channels according to the editorial calendar, sharing industry news, imagery, blog insights, agency perspectives and other information relevant to our products and expertise in the programmatic media space.
- Monitor social and digital presence of best-in-class digital agencies and vendors for potential marketing ideas and collaborations.
- Customize presentations, sales sheets and other materials to highlight relevant products and solutions that meet client's important business objectives
- Source imagery from approved sites for use in Gigawatt's social and marketing efforts.
- Assist in the development and maintenance of <https://gigawatt.media> and our developing blog to better promote and differentiate Gigawatt's offerings
- Create copy and update Gigawatt's Google Ads or LinkedIn campaigns to drive web traffic and qualified leads to our website
- Participate in and provide support for any industry events that build awareness for Gigawatt's brand and promote thought leadership
- Engage in training and professional development opportunities with the Gigawatt team

Qualifications

- Junior, Senior or Graduate level student pursuing a 4-year college degree in the marketing, communications, advertising, media or related field
- Ability to work 10-15 hours per week
- Strong attention to detail, especially in terms of writing and editing content for spelling, grammar, and organization
- Able to prioritize tasks and work across several platforms to produce and publish content in a timely manner
- Excellent written communications skills with ability to research, outline and develop professional content that is relevant, compelling, and clearly communicates the benefits to the reader
- Experience using social content publishing tools and maintaining social accounts, especially LinkedIn, Meta and YouTube.
- Proficient in Microsoft Word, PowerPoint, Gmail, Google Drive and Google Slides
- Understanding of digital marketing industry and/or exposure to platforms including Hubspot, Adobe InDesign and Photoshop a plus.
- NOTE: Most of the job duties can be performed remotely however candidates should be located within a reasonable commute to attend the occasional meetings, training and employee events in the office.

Compensation & Benefits

Competitive hourly rate, to be determined based on the experience of the candidate plus flexible schedule, phone service stipend and other perks.

How to Apply:

Please send resume and cover letter to careers@gigawatt.media with email subject line: Marketing Internship