

2011-2012 Internship

rDialogue is looking for a rising star in the field of marketing to participate in its 2011-2012 internship program. This college intern (junior or senior) will have the exciting opportunity to design, develop, and execute a multi-channel strategy to promote rDialogue, leveraging social and email. As an integral part of the team, this person will also have opportunities to develop thought leadership for leading brands as well as support the design and development of best-in-class loyalty programs. This person will end their internship with strong experience to help their resume stand out from the crowd.

About Us

rDialogue is an award winning customer loyalty and relationship marketing firm dedicated to the goal of building value for our clients and stakeholders by creating more and more valuable customers. We're smart, hardworking, friendly and tenacious when it comes to getting things done. We care about each other, our clients and their customers, and the world we all live in.

Desired Experience

- Working on a 4-year degree in marketing, business, advertising or related field
- A passion for digital, social and emerging technology reflected in an active use of Twitter, Facebook, LinkedIn, and or blogging
- Excellent written and verbal communications skills
- Excellent presentation creation and overall organizational skills
- Ability to multi-task and prioritize

Responsibilities

As an intern, you will work closely with the VP Strategy/Social CRM Lead for rDialogue. By the end of the internship, you will have grown an active rDialogue customer email database, increased traffic to www.rdialogue.com, and increased overall rDialogue share of voice. Technologies learned include: HootSuite, Drupal, and an email solution provider (TBD).

Sample activities include:

- Create a social media strategy and email database growth plan
- Maintain social media guidelines Supplement based on components agreed upon in strategy
- Maintain social media content calendar

- Assign blog posts, blog topics, and the dates that they are due.
 - Ensure author is on schedule. If deadline is predicted not to be met, actively look for a replacement/alternative
 - Create blog promotional plan, including how to generate comments on the post as well as links to the post.
- Ensure all data is up-to-date and linked appropriately (e.g. Twitter/FB feeding LinkedIn, Foursquare showing up in results)
- Social monitoring
 - People mentioning rDialogue – letting us know so we can respond quickly
 - Comments to blog posts – those will need to be reviewed and approved or reported as Spam
 - Competitors – monitoring and summarizing what they are talking about
- Analytics
 - Create week-over-week / month-over-month share of voice report to show if our efforts are working (e.g. # of Tweets, # of re-Tweets, # of blog posts, pick-up, quality of pick-up, # of likes on FB, # of LinkedIn followers, etc.)
 - Report on web metrics (e.g. website visits, time on site, etc.)
 - Provide email performance report (e.g. email database size, opens, clicks, etc.)
- Create Facebook promotional plan geared towards increasing engagement on the page.
 - Create recommendations for top trends, and draft weekly blog post
 - Post to social media outlets (e.g. Facebook, Twitter)
- Other activities include
 - Support marketing services team with email communications
 - Maintain and organize thought leadership data for one of key clients.
 - Help with research and organization for The Pulse (an rDialogue trend report)
 - Organize monthly Lunch & Learns
 - Create six-month running calendar together (based on client need), schedule the event on the calendar (based on availability – adjust if needed), organize lunch (and the budget)
 - Provide general office management and support