**Role Title: Digital Marketing & Web Intern**

**Company Overview**

The Oneida Group is a leading global marketer of tabletop and food preparation products for the consumer and foodservice markets. With a comprehensive line of tabletop and food preparation products, we market our products globally under a broad range of consumer brands including Oneida and Anchor Hocking. Customers range from Fortune 500 companies to medium and small-sized companies in the consumer, foodservice, business-to-business and e-commerce channels. The company operates two glass manufacturing plants in the U.S. and sources a variety of proprietary designed tableware products.

The Oneida Group’s vision is to be the leading global marketer of trusted brands in dining and food preparation, recognized for providing quality tabletop and kitchen solutions.

**Position Overview**

This Digital Marketing Intern offers hands-on learning and exposure to the core areas of digital marketing and eCommerce, including (but not limited to): content management, website management, pure play platforms, analytics and PPC. The Digital Marketing Co-Op should be excited to learn and collaborate in a fast paced, and dynamic marketing team environment.

**Responsibilities:**

* Assist on day-to-day management of Oneida’s web properties
* Assist in content aggregation for The Oneida Group’s web properties, Pure Play Accounts and Retail.Com
* Identify appropriate graphics and photos existing within our portfolio to leverage
* Assist in Catalog Management across direct to consumer and Pure Play retailer sites
* Set’s up new items across retailer platforms
* Maintain and enhance product content as new assets become available
* Conduct regular category audits to identify content opportunities and strategies
* Assist eCommerce Analyst in Ad Hoc Reporting needs
* Help with reporting on key metrics related to digital marketing efforts
* Participate in planning and strategizing for marketing campaign execution including content, content schedule, platforms, and measures of success.
* Assist in the creation of the brand merchandising calendar to achieve sales objectives
* Supporting the Direct to Consumer Marketing Team and eCommerce Sales Team in daily administrative tasks
* Assist in preparation for internal and customer presentations
* Google Analytics tracking and reporting

**Qualifications:**

* 2020 or 2021 Graduating Senior at a nearby University (Columbus, OH)
* Highly motivated and fast learning curve
* Critical thinking and attention to detail
* Strong written and verbal skills
* Some experience in digital marketing or social media – Preferred
* Expert in Microsoft Excel
* Ability to prioritize & manage multiple tasks
* Strong analytical skills
* Curiosity to seek answers, improvements, and solutions and the initiative to deliver true insights
* Detail oriented with problem solving skills

**Primary Location:** Columbus, Ohio