

About The Black Brain Trust

The Black Brain Trust (TBBT) is a technology startup and creator of EquiScore BI™ equity scoring and business intelligence platform. Our software converts diversity, equity and inclusion (DEI) into an actionable, trackable, industry-specific business metric that – because it can be tracked – it can be improved. Our platform is also a project management and analytical tool for DEI consultants, officers and teams leading DEI efforts across companies.

Mission

To enable individual and corporate citizens to take data-driven actions that create more equitable companies that create a more equitable world.

Digital Marketing Intern

Intern will support all online marketing content for a tech start-up based in Baltimore. The Digital Marketing Intern will create content for social media, website and e-newsletters.

Duties and Responsibilities

- Create and post content across multiple social channels including Facebook, Twitter, and LinkedIn
- Write and create e-newsletters and drip campaigns
- Update web site as needed with relevant content to align with SEO strategy
- Create and maintain editorial calendar of content across all platforms
- Other duties as assigned

Requirements and Qualifications

- Some experience with social media for B2B audiences
- Graphic design skills
- Some experience with the Adobe Creative Cloud, Canva, WordPress, email platforms like Constant Contact or MailChimp, and Salesforce preferred
- Strong writer
- Ability to work independently
- Multi-tasker
- Detail-oriented
- Deadline-driven
- Visionary
- Creative

In addition to those requirements, candidates should have at least 1-2 years of experience working in roles executing similar tasks to the essential functions of this position. The Digital Marketing Intern will work approximately 20 hours per week beginning June 2022. In addition to the tasks listed above, the Digital Marketing Intern will also:

- Attend several recurring meetings per week including:
 - Weekly TBBT team meetings (day/time TBD)

- Weekly 1:1 meetings with Director of Operations (day/time TBD)
- Work in person two days per week (Wednesdays and either Tuesday or Thursday) from 9am-5pm, and **work in person or virtually for remaining hours** (*employment agreement will outline further details*)

This is a paid position. The Communications Intern will be paid \$15 per hour.

Internship Time Frame: Summer 2022

To apply, submit a cover letter, resume and 3 writing samples, to hr@theblackbraintrust.com