SCHOLARLIFY
SCHOLARSHIPS SIMPLIFIED

Job Description: Digital Marketing Intern (SEO & Content)

Location: Remote / Hybrid
Duration: 0-6 months
Stipend: As per industry standards
Commitment: Part-time / Full-time

About Scholarlify:

Scholarlify is a tech-first organization focused on simplifying scholarship access and management. We connect deserving students to the right funding opportunities while providing an end-to-end platform for donors and partners.

Role Overview:

We are seeking a Digital Marketing Intern with a focus on SEO, content creation, and online marketing. This role is ideal for individuals who are passionate about digital marketing and want to gain hands-on experience in the field.

Key Responsibilities:

- Conduct keyword research and optimize website content for search engines.
- Assist in content writing for blogs, articles, and social media.
- Implement and monitor SEO strategies to improve search rankings.
- Help manage and grow Scholarlify's social media presence.
- Analyze website traffic and user behavior using Google Analytics and other tools.
- Collaborate with the marketing team to develop digital campaigns.
- Research industry trends to create innovative marketing strategies.

Requirements:

- Basic understanding of SEO principles and content marketing.
- Familiarity with tools like Google Analytics, Google Search Console, and keyword research tools.
- Strong writing and communication skills.
- Knowledge of social media marketing (LinkedIn, Twitter, Instagram, Facebook).
- Ability to work independently and meet deadlines.
- Passion for education and digital marketing.

What You'll Gain:

- Hands-on experience in SEO, content creation, and online marketing.
- Exposure to digital marketing strategies in the education sector.
- Mentorship from industry experts.
- Opportunity to work on real-world projects that create impact.

How to Apply:

Send your resume and portfolio to careers@scholarlify.com