



AdsTargets, Ukmerges g. 22-79, Kaunas – 49315, Lithuania.  
[info@adstargets.com](mailto:info@adstargets.com), <https://adstargets.com> Phone: +37067835704



## **Digital marketing Intern position**

We are currently looking for a digital marketing enthusiast to join our team in Kaunas for at least 3 months to 12 months.

All our candidates are required to have a good level of English and should be entitled to Erasmus+ scholarship that will cover their living expenses during the internship period.

Candidates should have basic skills in Search Engine Optimization (SEO) and social media marketing and should be willing to learn.

**Skill set:** Blogging, Link building, graphic designing, email marketing, social media marketing.

### **About us**

AdsTargets is an online advertising solution provider for online advertisers while at the same time we give publishers the opportunity to maximize their revenue by displaying Ads on their blogs and websites across all devices globally.

Our innovative and smart ads optimization system is designed to prevent fraud and deliver ads to only the right people at the right time to maximize advertisers advertising budget and give them the value they deserve.

We hassle-free system serve Banner ads, Text Ads, Interstitial Ads and In-App ads across all devices

For more information about us, visit our about us page here: <https://adstargets.com/about.html>

## **AdsTargets SEO, SMM and Email marketing responsibilities**

### **Search engine optimization (SEO) expert responsibilities**

- ◆ Should be able to write quality blog content
- ◆ Should be able to create quality and relevant backlinks
- ◆ Should be able to measure results
- ◆ Should understand on-page and off-page SEO basics
- ◆ Experience with Google and Bing's services, including Analytics and Webmaster Tools
- ◆ Experience with Google's Keyword Tool
- ◆ A functional understanding of HTML and CSS (**Not necessary**)
- ◆ The ability to work with back-end SEO elements such as .htaccess, robots.txt, metadata, site speed optimization, and related skills (**Not necessary**)
- ◆ Proven success in link building and viral strategies
- ◆ The ability to deploy an effective local and long-tail search strategy
- ◆ A deep understanding of mobile strategy and how it relates to SEO
  
- ◆ A solid grasp of how blogging, press releases, social media, and related strategies go hand-in-hand with SEO
- ◆ Experience in building inbound organic search traffic and improving SERPs



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- ◆ A background in creating reports showing web analytics data and site evaluations
- ◆ An up-to-date, working knowledge of current, past, and projected trends in the SEO industry
- ◆ Familiarity with the best tools in the trade (SEMrush etc)

### **Social Media Marketing responsibilities**

- ◆ Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification
- ◆ Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- ◆ Set up and optimize company pages within each platform to increase the visibility of company's social content
- ◆ Moderate all user-generated content in line with the moderation policy for each community
- ◆ Create editorial calendars and syndication schedules
- ◆ Continuously improve by capturing and analysing the appropriate social data/metrics, insights and best practices, and then acting on the information
- ◆ Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players and coordinate actions

### **Email Marketing responsibilities**

- ◆ Search for prospective clients and update email list with all the required information
  - ◆ Send and track progress of all emails on daily basis.
  - ◆ Send reminders, follow up email, and newsletters as scheduled
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### **Benefits for joining our team**

- ◆ Enhance your digital marketing skills;
- ◆ Connect with great minds and expand your professional network;
- ◆ A certificate and a recommendation letter upon your internship completion;
- ◆ A great opportunity to earn 10% income from every client (Advertisers & publishers) using our affiliate program;
- ◆ We have very flexible working schedule to fit your working desire plus;
- ◆ Sponsored weekend trip to Lithuanian's best tourist destinations (Once in 3 months);
- ◆ And of course free coffee.

Apply here: <https://goo.gl/forms/kyrkK0gJfiRdDL6h2>

OR

Apply by sending us your CV to [info@adstargets.com](mailto:info@adstargets.com) or [eugene@adstargets.com](mailto:eugene@adstargets.com)

Ensure to use "Erasmus+ internship" for email subject.