

The SIIA Content Division is currently seeking an undergraduate/ graduate student or recent college graduate to work in a paid internship to support the SIIA's Content Division. Send resumes to employ@siia.net.

About the SIIA and the SIIA's Content Division

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siia.net

The SIIA Content Division serves media, publishing and information companies by helping them successfully navigate the dramatic changes in software and technology impacting the content industry. To support growth at all stages, the division provides business development opportunities, critical market information, and public policy advocacy. Our member companies create, publish and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, please visit www.siia.net/content

Duties and Responsibilities

Social media/ communication:

- Actively contribute to the Division's Twitter, Facebook, LinkedIn and other social networks, including live blogging support for industry events and webinars.
- Write and post for the Content Division blog on industry relevant topics, and reach out to members to be guest bloggers.

Email Website and Publication Support:

- Production of the Content Weekly and Monthly member emails.

- Website posting and updating.
- Write, edit and maintain existing Division marketing materials.

Special Projects:

- Reporting & Analysis of Marketing & Social Media Campaigns
- CODiE's Award research and program support.
- Research and collect member cases studies, success stories, and research reports.
- Video editing and post event coverage.
- Database maintenance.
- Market Map research and support.
- Develop an annual Production schedule.

Qualifications/Minimum Requirements:

- Current undergraduate/ graduate student or recent graduate/with writing experience.
- Excellent writing, communication and organizational skills (writing sample required).
- Computer literacy and ability to work with databases, spreadsheets, and word processing (Office).
- Ability to work on projects independently.
- Basic knowledge of HTML/online.
- Basic video editing a plus.
- Overall enthusiasm for learning and willingness to be proactive in project management and development.