



Digital Experience Internship

BlueCross BlueShield of Western New York, headquartered in Buffalo, is one of New York's leading health care companies, providing high quality coverage and innovative wellness solutions to members throughout our region. We strive to impact positive and healthy changes in our communities and we're looking for team-spirited, motivated, and enthusiastic people to create opportunities to help us succeed in our mission

The Digital Experience (DE) Intern will work closely with the DE team and the Manager of Digital Experience on projects including, but not limited to, content entry, SEO research, and creation and sending of marketing emails, Google Analytics and more.

This is a paid opportunity, during normal business hours. The student must be able to work 40 hours per week over the Summer 2018 and between 20 - 25 hours per week during the Fall and Spring semesters. The position is located at our corporate headquarters in downtown Buffalo.

This internship presents the following Learning Objectives:

- A clearer understanding of our product portfolio (branding, messaging and data validation).
- Participation in a wide range of communication initiatives for constituents, including, members, groups, providers, and brokers.
- Exposure to a broad range of health insurance functions such as Sales, IT, and Marketing.
- Opportunity to develop and utilize project management skills which can be applied to any business setting
- How to effectively communicate and interact with all levels of management.

Job Duties may include the following:

- Daily content updates to our digital channels including websites, mobile and videos
- Create and send emails to various constituents. Collect and share email data
- Perform keyword research and compile reports for strategic use.
- Use web tools such as Google Analytics to create and maintain reporting dashboards.

Required Skills and experience:

- Students entering a Graduate Program in the fall of 2018 enrolled in Marketing, Business Administration, digital media, communications, MIS or related field.
- Excellent written and verbal communications skills
- Strong computer skills with intermediate proficiency with MS Word, Excel and PowerPoint.
- Previous experience in a professional environment preferred. Must be customer-focused and comfortable interacting with all levels of the organization.
- Ability to work independently in fast-paced environment and handle multiple responsibilities and changing priorities within a tight timeframe.

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For more information about career opportunities at BlueCross BlueShield of Western New York, please visit our web site at www.bcbswny.com.

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