



Intern, Paid Media/Google

Title: Intern, Paid Media/Google

Reports to: Accelerator Success Manager

Pay: \$ 20/hour, part time, non-exempt

Location: Remote

Overview: The Paid Media Intern is a temporary, three- to six-month internship designed for college students interested in developing hands-on experience in paid social media strategy on Google Ad Grant platform, campaign execution, optimization, and reporting.

This position requires a minimum commitment of 10 hours per week, with approximately two hours of availability each weekday. The intern will work closely with the Media team and gain experience supporting campaigns across Google.

Responsibilities:

- Assist with setting up, launching, and monitoring paid ad campaigns across Google and Ad Grant Programs
- Regular checks on account health and monitoring campaign progress
- Support ticket monitoring while processing campaign requests and account issues; follow up with fulfillment by contractor team.
- Assist with budget management
- Help track, measure, and analyze performance metrics (such as impressions, CTR, and conversions)
- Support the Media team in brainstorming and QA of ad copy
- Analyze performance metrics to come up with recommendations and assist with monthly reporting
- Optimize campaigns weekly to improve performance
- Stay informed about paid social media trends, platform updates, and advertising best practices

Qualifications and Skills:

- Currently enrolled in a Bachelor's degree program in Marketing, Communications, Business, or a related field
- Basic familiarity with major social media networks and digital advertising concepts
- Strong communication skills, basic organization abilities, and an eye for detail
- Ability to manage multiple assignments, meet deadlines, and communicate questions or concerns proactively