

**Internship as WEBMASTER/ IT
Florida, USA**

Jobcode US005

The Webmaster/ IT Intern is in charge of maintaining a new website, ensuring that a Web site is easy to navigate and that it addresses the needs of the company and its customers. The Webmaster/IT Intern must perform a variety of technical tasks to make sure that a website works properly and can be accessed quickly by as many people as possible. These tasks include making sure the server and browsers can properly handle e-mail, transmit news, and download files. Customers using a variety of browsers or operating systems such as Windows or Macintosh should be able to access the site equally well. These duties require the webmaster to keep up with changing technical standards in areas such as HTML, HTTP, and XML that affect the workings of the Web site. The Webmaster/ IT Intern supports the online marketing and other IT projects as necessary.

Responsibilities:

- Monitor, improve, troubleshoot and update the performance of the website.
- Collaborate with Graphic Designers and Writers to facilitate optimal site usability/readability
- Create monthly newsletter for various campaigns like affiliate programs, email newsletters or blogs
- Support the online marketing: help optimize the website in terms of Search Engine Optimization and Marketing including keyword density/research, meta data, graphics, A/B testing and anchor text, Social Media Integration, database administration, web analytics and banner advertising
- Develop and maintain other web 2.0 solutions and technologies (as needed)
- Keep current with emerging web technologies

Position Requirements:

- Computer and internet skills; flash, html, xml, CSS, basic JavaScript
- Troubleshooting, diagnosis, and working knowledge of PC/server components and operating systems
- Experience in web 2.0 applications including Wikis, Facebook pages, YouTube channels, Twitter pages, Blogs and forums is a plus
- Proficient with MS Office applications (Word, Excel, PowerPoint)
- Basic knowledge about search engine optimization and metadata concepts
- Solid communication skills, written and verbal
- Attention to detail
- Works well independently and in groups
- Able to meet deadlines
- Must be creative, self-guided, and resourceful