



Inbound Marketing Intern

We are looking for strategic, analytical and creative person who has a passion for Inbound Marketing to join our team as an intern. You will learn how to attract site traffic, convert that traffic into new leads for the business, and nurture to close those leads into customers using HubSpot software.

Responsibilities:

- Learn how to grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Learn how to optimize our marketing automation and lead nurturing processes through email, content, and social channels.
- Help establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine our process to convert customers.
- Learn how to optimize content for search engines and lead generation
- Conducting analytical projects to improve blog strategies/tactics
- Create 1-2 free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, etc.).
- Blog on an ongoing basis in support of your other projects and to attract site visitors through search, social, and our email subscribers.
- Assist in growing our subscriber base by providing them regular, helpful content that's in-tune with their needs.
- Collaborate with designers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.
- Get certified in Inbound Marketing and HubSpot.

Requirements:

- Some past experience in marketing preferred.
- A passion and strong understanding of the industry and our business' mission
- Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of our business' various types of content
- An analytical mind and interest in using data to optimize/scale blog marketing strategies and tactics
- Excellent organizational skills to work independently and manage projects with many moving parts
- Bonus skills: HTML/CSS, Adobe Creative Suite