

Job Description: Marketing Intern

Does This Sound Like You?

Your team members and fellow colleagues look up to you. Anyone who knows you says you have an infectious positive attitude and that you take tremendous pride in everything you do. You are often described as easy-to-work with, and personable—and that you have a thirst for knowledge. You are respected for challenging the status quo and know that setting the example for exemplary performance is part of your job. Your relationships are built on communication, collaboration, and respect. When the day ends, you know you gave it your all—and enabled others to do so as well.

Job Description

What We Need: Marketing Intern--10-15 hours per week during the current academic year with potential for full-time work during the summer of 2016 (paid)

Importance of Role: The Marketing Intern will help drive product and service awareness and sales by contributing to event and online marketing campaigns.

Reports to: Product Owner

The Basic Role Nuts & Bolts

Position Requirements:

- Assist in the creation of e-mail campaigns, on line promotion.
- Assist in the distribution or delivery of marketing materials
- Assist with execution of trade shows or other events
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Prepare presentations
- Open and sort mail
- Enter contact information into contact management systems
- Provide support for social media efforts
- Maintain tracking report of public relations activity
- Good communication, organization, and time management skills
- Must be a team-player
- Strong analytical and problem solving skills with a high attention to detail

Qualifications:

The Company is looking for an undergraduate student in the Rochester area who is majoring in Sales, Marketing or Advertising or has an interest in the upcoming Presidential Election. This person should have excellent verbal and written communication skills, with extensive knowledge of social media. PowerPoint, Word and Excel experience is a requirement, and will be considered when choosing the best applicant for this internship position.