



**Position title:**

Marketing/Sales Intern

**About Acadia:**

Acadia Lead Management Services is based in Dayton, Ohio. Acadia is a true blend of sales and marketing. We provide consulting strategy, planning, digital and content marketing services with sales enablement. We serve B2B companies, helping them to better attract, engage, convert and retain ideal customers by leveraging the most suitable sales enablement and marketing automation technologies available. Opportunities exist for students studying business with an emphasis on marketing and sales.

**Internship Overview:**

This opportunity is for a paid internship for a Junior or Senior. As an intern at Acadia, you will gain valuable knowledge of how to develop and execute on a marketing campaign, and track results through the use of marketing automation software. You will also gain experience in dealing with clients across all industries and develop sales/business development skills by joining our team! We are looking for a marketing/sales candidate who is dynamic, a quick learner, responsible, creative and motivated and someone who enjoys being part of a team. Digital media technology, computer and technical skills are important, with emphasis on social media, blogs, web site maintenance, workflows, as well as sales/business development skills.

**Characteristics/Skills/Requirements:**

- Junior or Senior
- Business (marketing and sales focus) with some MIS background/knowledge
- Dynamic, outgoing personality; strategic thinker
- Comfortable making cold and warm phone calls to obtain leads and gather business intelligence
- Strong work ethic, trustworthy, reliable, articulate, work with integrity
- Ability to make decisions and work independently, as well as team-oriented thinking
- Time management and organizational skills; strong attention to detail
- Excellent verbal, listening and written communication skills
- Ability to work on individual projects or manage multiple projects simultaneously
- Computer skills are very important, digital media technology, social media, blog, CRM skills are beneficial

**As an Intern at Acadia, you will assist in the following tasks:**

- Develop skills and knowledge of discovery calls, systems, business operations, sales strategy
- Converse with business contacts to answer questions and understand their needs
- Input contact data and articulate results into an online CRM
- Identify decision makers and gather business intelligence through conversations
- Research to find additional prospects, when needed
- Learn prospecting techniques with the team to meet established goals
- Create marketing collateral and website content
- Contribute to marketing automation initiatives
- Research social media content and prepare marketing research
- Create database/portal collateral
- Other duties, as needed



**Additional Information:**

- Hiring for Fall 2019, will continue through the Summer 2020
- Hours may fluctuate
- The pay structure will be discussed, during the interview process

**Benefits:**

- Paid Parking
- Weekdays only
- Gain B2B sales and marketing experience
- Enhance academic, career and personal development
- Nice office environment in downtown Dayton
- Fun, dynamic team culture
- Work at "Best Places to Work in Dayton" honoree 2019