

Marketing Intern Job Description and Internship Plan

Goal

The goal of the Marketing Internship Program at Big Presence is to provide an opportunity for real world application of marketing concepts and digital marketing practices learned in the academic environment. Secondly, Big Presence Marketing Interns will benefit from the opportunity to begin building work history for the post-graduation resume.

Mentorship

Big Presence honors the internship experience as an opportunity to provide mentorship. Our executive leadership is highly invested in the program, and interns get the chance for one-on-one interaction with our CEO, Head of Marketing and Accounts Director.

Job Description

At Big Presence, Marketing Interns are encouraged to learn and grow throughout their time with us. Primary responsibilities and opportunities for learning will include:

- Social media content and posting
- Writing and editing for blogs, advertisements and longer form marketing content
- Selection of stock photography
- Photo editing and image creation using Adobe programs
- Training and work inside marketing automation platforms including HubSpot, SharpSpring and Pardot
- Training and work inside popular CMS including WordPress and HubSpot
- Analytics and reporting through systems including Google Analytics and Databox
- Product creation and settings inside the Shopify ecommerce platform
- Research

We expect our Marketing Interns to work out of our Newport Beach, CA offices at least 15 hours per week during the summer semester, for a total of 150 hours. Parking is provided.

Candidate Requirements

While we are ready to teach, we also want our interns to have a head start on the skills and technologies that will provide an opportunity for success and higher level learning. Here are some basic requirements to start with:

- Enrolled at an accredited collegiate institution in a Bachelor's degree program; upper division students preferred
- Must be able to receive at least 3 credit hours of college credit for your internship
- Basic operating knowledge of the following web and desktop applications is required:
 - Google Applications (Drive, Documents, Sheets, Slides)
 - Gmail
- College level writing skills are required; great writers preferred
- Communication and work ethic are absolutely essential