**Marketing Internship:**

Marketing Acuity is an East Lansing-based marketing agency built around exceptional client service. Our clients hire us to help them with marketing from strategy to execution.

This internship relies on a student who is an all-around marketing star. You’ll work on your own, from your own location, with team meetings 2-3x a week for one to one and a half hours. The position is flexible, working around academic schedules and academic workload.

Chief Marketing Officer, Ann Siegle is a 23-year marketing pro with inbound marketing certification as a Hubspot Partner Agency. Marketing Acuity specializes in health care products and services and retail/wholesale commerce companies. Ann has hired and supervised hundreds of marketing interns in her professional career and builds an internship around intern strengths.

As a Marketing Acuity Intern you will:

Learn Hubspot – getting inbound certification

Perform client web updates –

* WordPress and Hubspot (with training provided)
* Web site updates in WordPress
* Taking copy that Ann has prepared, placing, formatting and updating

Assist with inbound marketing for clients

* Creating landing pages
* Creating Calls to action in Illustrator
* Creating emails
* Creating thank you pages
* Creating workflows

Keep up with marketing administration

* Organizing documents (electronically/Google Docs)
* Preparing / updating standard documents like proposal formats and such
* Time tracking
* Report preparation for client meetings
* Organizing client marketing ‘stuff’ timelines, workflows, project management

Initiate and maintain social media management

* curating and posting for clients and for Marketing Acuity social accounts
* analytics

Work schedule:

Meet 1- 3x week M/W/F + 2 “offsite” floating hours (training) - 5-10 hours/week total work hours

Pay commensurate with experience $10-18/hr

Flexible, work on your own with support and ongoing training