



Marketing Intern	
Department: Marketing/HR Department	Status: Temporary
Location: Hybrid	Reports to: VP of HR
Supervises: N/A	Last Reviewed Date: 6/28/2023
HR Review and Approval Date: 6/28/2023	Effective Date: 6/28/2023

Position Summary: The marketing intern will provide marketing support in the areas of social media content, advertising, research, analytics, design, written communications, and other facets of marketing projects/tasks to support the overall marketing strategy of the company, under the direction of the VP of HR.

Essential Duties and Responsibilities include the following, but are not limited to:

Outline the core responsibilities of the position below:

Social Media Content and Management

- Develop a social media plan that covers all areas of the company, including external topics such as wellness, federal holidays etc.
- Work with social media management software to maximize optimal times for posting using Sprout Social.
- Monitoring and managing the companys’ social media platforms, adjusting outreach tactics as needed.

Marketing Strategy

- Establish metrics to collect data on the overall performance of the company’s social media activity.
- Collect and analyze data to identify gaps in advertising against competitors.
- Create graphic representations of data.
- Prepare marketing proposals and presentations based on company needs.

Design

- Ability to work in Canva to build designs for marketing campaigns.

Marketing Campaigns and Advertising

- Establish marketing campaigns based on needs of business that may vary based on



season.

- Research and make recommendations on potential advertising promotions across various media.

Qualifications including Knowledge, Skills and Abilities:

- Knowledge of marketing principles and practices.
- Strong verbal and written communication.
- Ability to translate complex research and analytics into a common language.
- Proficiency in Microsoft Office platform.
- Ability to work in Google Workspace.
- Ability to work independently.
- Ability to quickly learn and process information.
- Organizational and time management skills.

Education and Experience:

Be currently enrolled in a college or university during the duration of the internship.

Language Skills:

Bilingual Preferred but not required

Physical Requirements:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, talk and hear. The employee frequently is required to use hands. Must be able to lift and carry up to 25lbs..

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.



Disclaimer:

The statements herein are intended to describe the general nature and level of duties/task being performed by the intern in this position. The content of this job description is not intended to be constructed as an exhaustive list of all responsibilities, duties, and skills required of a person in this position.

I acknowledge and understand that:

Receipt of the position description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment/internship is at-will.

- The job description provides a general summary of the internship in which I was selected for, that the contents of this job description are requirements, and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- duties, tasks, internship hours and requirements may be changed at any time.

Employee Name (print name): _____

Employee Signature: _____

Date: _____