



Job Summary

Support VP of Sales & Marketing in execution of marketing plan. An integral part of the marketing department, intern will participate and implement strategies across all channels, including grassroots, print and online marketing campaigns. Execute photo and video editing to transform raw content into publishable content across all marketing channels. Support event and program launches through website preparation and editing.

Duties and Responsibilities

- Support execution of marketing and promotional campaigns across all marketing channels
 - Assist in the development of email marketing content
 - Implement grass roots & print marketing including creation and distribution of signage, flyers and any other marketing materials
 - Develop and write content execution to be deployed across partner social media channels
 - Monitor analytics with social media director to identify viable ideas
- Develop and implement system to manage media database
 - Including photography and video through collection and organization within, Google Images, Drop box, SmartImage systems
- Coordinate with on-site event/training facilities marketing resources to meet marketing plan objectives
- Execute photography and video editing for use in marketing campaigns
- Update website with required content

Required Qualifications: (Knowledge, Skills, Abilities)

- Excellent organizational skills including spreadsheet management
- Attention to detail and punctuality in communication (spelling, grammar) and record keeping
- Ability to cooperate and develop strong interpersonal relationships with co-workers, vendors, parents, staff
- Professional and courteous oral and written communication skills
- Active listening skills, calm demeanor, strong ability to follow-up, passion to see project through to completion
- Ability to succeed in team-oriented and independent project environments
- Time-management skills: ability to prioritize and multi-task jobs associated with position
- Ownership mentality for position-related responsibilities and company as a whole
- Proficiency in Microsoft Word, Microsoft Excel, Facebook, Twitter, Instagram
- Experience with Graphic Design Software (Adobe Illustrator, Photoshop or other) preferred
- Experience with Online Marketing Software (Infusionsoft, Constant Contact or other) preferred
- 1 year college experience

This job description does not list all the duties of the job. You may be asked by supervisor to perform other instructions and duties as required and necessary. You will be evaluated primarily based upon your performance of the tasks listed in this job description. Management has the right to revise this job description at any time, but you as an employee, will be informed when that change occurs.