

Marketing Intern Job Description

- Collect quantitative and qualitative data from marketing campaigns
 - Perform market analysis and research on competition
 - Support the marketing team in daily administrative tasks
 - Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
 - Prepare promotional presentations
 - Help distribute marketing materials
 - Manage and update company database and customer relationship management systems (CRM)
 - Help organize marketing events
 - Support marketing campaign planning and execution.
 - Write copy for social media posts, promotional emails, and other marketing collateral.
 - Assist in the creation of written, video, and image content for marketing channels.
 - Participate in marketing brainstorming sessions.
 - Assist in the management of website SEO.
 - Take part in formal and informal training opportunities.
 - Measure and report the results of marketing initiatives.
 - Conduct research as assigned by marketing manager or director on audience trends, and present findings to supervisors
 - Observe and assist the marketing director and manager with pricing strategies
 - Participate regularly in brainstorming sessions for the development of marketing campaigns, and take detailed notes of meetings
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- Own one social media account, including the initial strategy creation and daily posting and engagement activities
 - Research, plan and execute one marketing campaign over the period of a year under the direction and supervision of the marketing manager
 - Follow up on the outcome of said campaign, and prepare a presentation going over the highlights
 - Attend two trade shows per year and provide all administrative support necessary for marketing manager and director, including managing marketing materials, scheduling meetings and watching the company's booth at times
 - Carry out administrative and data entry-related tasks, and maintain organized files for marketing team
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