**Internship Description Template: Marketing Intern**

**I. Details**

1. **Title of Internship**

Marketing Intern

1. **Location**

Columbus, OH

1. **Full or Part-Time**

Most internships are part-time during the school year and part- or full-time in the summer (e.g. 20h/week)

1. **End and Start Date**

For the summer, determine when students are likely to be available.

1. **Compensation**

Paid ($/h) or unpaid; stipend-basis; housing provided or not

**II. Description**

Our company focuses on *(fill in the blank*) and our mission statement is (*here*).

Company is looking for a qualified intern to join our marketing team. Our small business produces high quality work for respected companies in the Columbus, Ohio area and seeks an intern who can participate in various stages of print and online marketing campaigns. The intern will work closely with our (Marketing Associate *or whoever the intern will be working with*) to learn all aspects of our existing marketing activities, including social media, content creation/curation, website design, SEO, video creation, promotion, advertising, etc.

This intern should be prepared to work in a fast-paced, entrepreneurial environment and will finish the internship having gained broad experience in various aspects of marketing.

1. **What You Will Learn**

* Practical experience with current marketing and advertising techniques
* Shadowing, mentoring, and training opportunities with successful marketing professionals
* How to create a long-term social media plan and marketing calendar
* Relationship building with our online community by maintaining Facebook and other media accounts
* How to create compelling content that will be shared by influencers
* How to prepare a marketing presentation
* Opportunity to participate in networking events and company meetings
* How to analyze marketing and sales data
* How to use a contact management system
* How to prepare marketing materials

1. **Your Responsibilities**

* Assist in the creation of signage, circulars, mock-ups, email campaigns, online promotion, etc.
* Assist in the distribution or delivery of marketing materials
* Assist with the fulfillment of marketing offers
* Assist with the preparation and delivery of training materials
* Perform analysis of marketing and sales data
* Seek and analyze competitor marketing and sales materials both on and offline
* Prepare detailed promotional and other presentations
* Open and sort mail
* Enter contact information into contact management systems
* Provide support to social media efforts including research, scheduling posts, and designing new social media content ideas
* Help with planning and hosting of marketing events
* Monitor social media for trending topics to utilize on social media channels
* Maintain tracking report of public relations activity

*If a student/applicant has a specific set of skills or interests, it may be wise to build some flexibility into the responsibilities.*

1. **Your Qualifications**

List things that you’d like to see in an intern. It is best to state “prefer” rather than “require” when possible.

Examples:

* Rising Junior or Senior at a 4-year institution preferred
* Pursuing B.S. or B.A. in Marketing, Communications, or similar field
* Prefer GPA of \_\_\_\_ or higher
* Excellent written, oral, and communication/presentation skills
* PowerPoint, Word and Excel experience is critical
* Extensive knowledge of social media
* Must have a passion for marketing
* Technologically savvy and competent in all aspects of graphic design

1. **How to Apply**

Please specify how you would like to receive applications.

For example, applications can be received:

1. Directly through your website (if posted there)
2. Via email to your company directly
3. Via email to Rev1 (larissa@rev1ventures.com)

Please also indicate if you would like to receive additional application material such as letters of recommendation or sample writings. Standard applications will include a resume and cover letter.