



Job Description

Job Title: Marketing Intern
Reports To: Marketing Manager

Department: Marketing
Line Of Business: PICA

FLSA: Non-Exempt

Posting Date: July 2021

Expectations of All Employees:

Play an active role in helping the company achieve its Mission of Protecting Others by living the core values of integrity, leadership, relationships and enthusiasm in everything that we do.

Summary:

The primary responsibility of a marketing intern is to assist the marketing department in social media engagement, digital marketing communications, design projects and special projects as needed.

Primary Duties and Responsibilities:

- 40% Coordinate social media activity and engage with followers
- 20% Assist in producing materials for partnership programs with associations
- 15% Make revisions to marketing jobs using InDesign, Illustrator and Photoshop
- 10% Monitor and report on analytics
- 10% Assist with special projects as needed
- 5% Conduct SharePoint updates/changes

Qualifications:

- ▶ Pursuing a degree in marketing or public relations
- ▶ Experience in a corporate business environment
- ▶ Proficiency on PC and Mac
- ▶ Proficiency with Microsoft Office Suite and Adobe Creative Suite
- ▶ Proficiency with various social media platforms
- ▶ Proficiency with Google Analytics and Google AdWords
- ▶ Excellent organizational and interpersonal skills
- ▶ Self-motivated and able to accomplish multiple tasks in a timely manner
- ▶ Excellent written and verbal communication skills
- ▶ Ability to work in a fast-paced environment

Additional Comments

As corporate business decisions are made and the direction of the company evolves, the duties and responsibilities outlined above are subject to change in scope and detail.