



Paid Marketing Internship Opportunity

Job brief

We are looking for an enthusiastic marketing intern to join our marketing department working in our West facility. This candidate will provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies for our West territories.

As a marketing intern, you will collaborate with our team in all stages of marketing campaigns and initiatives. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast paced work environment.

Responsibilities

- 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)
- Assist in the management of website updates and SEO.
- Find leads using our lead retrieval program.
- Assist in lead follow-up in our west territories.

Experience/Skill Requirements

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Proficient with the use of Microsoft Office
- Experience with applicable business social media marketing (LinkedIn, etc.)
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Ad-words)
- Experience in SEO
- Passion for the marketing industry and its best practices
- Current enrollment in a related BS or Masters degree
- Experience in Microsoft Teams or Zoom is a plus

Pay and Internship Duration

- May 1 2022 through August 2022 (prior to start of fall semester)
- Hours: 30 per week
- \$12 per hour paid weekly
- Location: 610 South 12th Street, Grand Junction, CO 81501

Please contact Matt Steck at 970-242-3664 or email him at mstec@abc-industries.net.