

JOB DESCRIPTION -MARKETING INTERN

Title: Marketing Intern

Supervisors: Henry Rutgers, Marketing Coordinator

Responsibilities:

- Assist in the execution of outreach efforts to professional staff and employers related to cooperative education and internships
- Assist with developing marketing strategies for promoting programs and services and association image including a promotional brochure
- Assist with branding and logo
- Assist with developing a marketing campaign for membership recruitment, programs, and events
- Assist with other tasks as assigned by the VP of Communications

Qualifications:

- Self-starter; able to work well without constant direction
- Strong oral and written communication skills
- Strong organizational skills and attention to detail
- Strong computer skills (Adobe and Publisher proficiency required)
- Previous marketing skills strongly preferred
- Familiar with cooperative education and internships
- Communications, Marketing, Graphic Design majors preferred
- Minimum cumulative GPA of 2.75

Skills to be developed:

Enhance written and oral communication skills
Learn about practical marketing strategies
Foster a rapport with career practitioners and employers

Time Commitment: Approximately 10 hours a week for 8 weeks (fall semester)

Compensation: credit-bearing; must be able to earn credit through the University

Starting Date: June 1- August 15, 2012

To Apply: Submit a cover letter and resume via email to XYZ@internships.com