



Marketing / Promotions Intern

Social Marketing specialist job duties and responsibilities

- Assist in the marketing and promotion the company's products over the Internet.
- Use Social Marketing platforms to advertise the products of the company
- Designing and formulating advertizing material on the Social Marketing platforms
- Interact as needed with customers in order to continue brand awareness
- Survey the consumer market in order to evaluate the impact of the ads on the consumer base

Event Planning Profile and Description

- Assist in planning and coordinating events
- Duties may include
 - Preparing the event/event budget
 - Establishing event dates
 - Assisting in selecting event venue/sites
 - Making reservations for event locations
 - Developing the event theme
 - Selecting the décor to be used at the event
 - Arranging the event décor, tents, tables and chairs
 - Making transportation arrangements
 - Selecting and hiring caterers for the event
 - Preparing the guest list
 - Managing and supervising contractors, caterers and other staff
 - Effectively arranging the décor
 - Liaising with the client to ensure that the event is successful
 - Coordinating and publishing event photo's
- Works well under pressure
- Excellent communication skills, both written and oral
- Excellent management and organization skills

- Should be passionate about event planning
- A team player with excellent negotiation skills
- Deadline oriented with good attention to detail

Desired Skills & Experience

- Degree seeking Student in Business, Marketing, Communications or related field preferred.
- Work to understanding of the market and customer base for the products and services. This includes market trends, product needs and competitive offerings for key markets.
- Create product collaterals, product/sales sheets, and other materials that accurately and clearly articulate unique product differentiation.
- Provide content for corporate and marketing communications efforts including marketing campaigns, shows and events, the website and PR/IR.
- Support sales team with written materials about products and markets, key messages and positioning.
- Experience with Web applications, social media, content management and HTML.
- Excellent business writing skills and the ability to apply analytical research to marketing projects.
- Enthusiastic team player able to work collaboratively with other areas of the company; executive, business development, sales and technology.
- Ability to assist collaboratively and creatively with copy writers, designers, graphics artists, Web designers, printers, video production, photographers and others to deliver leading marketing campaigns.
- Ability to succeed under deadline pressure and be available to work extra hours if needed on projects and assignments.