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Marketing Intern job description:

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

As a marketing intern, you will collaborate with our marketing team in all stages of marketing campaigns. 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. We are looking for a candidate who will be able to work Fall and/or Spring Semester.

Responsibilities

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Manage and update company email database and customer relationship management systems (CRM)
- Prepare promotional presentations
- Help distribute marketing materials
- Help organize marketing events

Requirements

- Strong desire to learn along with professional drive
- Solid understanding of different marketing techniques
- Excellent verbal and written communication skills
- Excellent knowledge of MS Office
- Excellent knowledge of Social Media outlets and how to maximize usage
- Familiarity with marketing computer software and online applications (e.g. Email Marketing applications, CRM tools, Online analytics, Google Adwords)
- Passion for the marketing industry and its best practices
- Current enrollment in a related BS or Masters degree