

Sales & Marketing Intern

Mearthane Products Corporation (MPC) is seeking a dynamic individual to intern with our Sales and Marketing Team. The ideal candidate will be in their Junior or Senior year of college and enrolled in a Business Administration, Communications or Marketing Program. The successful candidate will support the Team with content creation and execute our advertising, social media and email campaigns.

Responsibilities:

- Supporting the development of strategic and tactical marketing plans across web presence, social media, public relations, marketing campaigns, advertisement, trade shows, etc.
- Developing content for posting on all designated media outlets.
- Setting and maintaining social media accounts and daily activity.
- Preparing reports to update internal staff on marketing efforts and statistics.
- Monitoring online competitor presences/perceptions.
- Researching new channels for relevance/trend identification.
- Create new marketing materials.
- Enhance current marketing materials.
- Communicating with current clients to ensure satisfaction.

Qualifications:

- A clear understanding of marketing concepts, terminology, strategies, and execution of concepts
- Strong written and oral communication skills.
- Understanding of how to develop business content for social media networks (Facebook, LinkedIn, Twitter, You Tube, etc.)
- Prior exposure to Microsoft Office products Outlook, Word, Excel & PowerPoint.
- Demonstrated organization skills.
- Comfortable communicating individually or within groups.
- Dynamic, creative, and self-driven with the ability to work well both with a team and independently.

Experience and Education:

- Experience with digital marketing tools
- Project Management experience highly desirable
- Associates Degree or 2 years equivalent towards a Bachelor's Degree in Marketing, Business, Communications, or a related field
- Experience working on and completing multiple projects simultaneously