

## Job Description: Marketing Intern

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### Position Overview

A Marketing Intern, or Corporate Marketing Intern, assists management in their advertising and promotional efforts. Their main duties include completing clerical and administrative duties, identifying potential clients, building social media campaigns, and preparing promotional materials and presentation. The Marketing Intern is also responsible for helping management complete tasks such as preparing marketing proposals, surveying potential customers/vendors, and researching industry trends.

### Responsibilities

- Developing tools and methods for collecting data such as surveys, opinion polls or questionnaires
- Collecting and analyzing data to identify industry engineering trends
- Researching consumer opinions and marketing strategies and proposing adjustments to current strategies accordingly
- Creating graphic representations of data and translating complex research into easily readable content for management, engineers, etc.
- Preparing marketing proposals and presentations based on company needs
- Measuring industry and client satisfaction with products or services.
- Monitoring and managing the company's social media platforms, website, and adjusting outreach tactics as needed.

### Qualifications and Requirements

- Currently pursuing a Bachelor's degree in marketing or equivalent experience
- Experience as a marketing intern or in a marketing position that has worked with engineers and technical personnel
- Proficient in Microsoft Office suite
- Ability to conform to company style guide and other style guides as needed

### Additional Preferred Experience and Skills

- Ability to maintain MS SharePoint intranet for document management
- Ability to maintain WordPress-compatible website
- Familiarity with Adobe Design Suite CS6 (Illustrator, InDesign, PhotoShop)
- Familiarity with style guides such as AP Stylebook, Chicago Manual of Style, and Microsoft Manual of Style/Technical Publications
- Ability to work directly with engineering documents – specifications, test plans, diagrams, schematics, and so on.

### Position Type / Expected Hours of Work

This Part-Time Position is expected to maintain 28 hours per week or as agreed upon by management.

### Benefits and Compensation

For Full-Time Employees the Company offers a competitive salary and comprehensive benefits program, including health/dental insurance and an employer match to retirement fund. Compensation is DOE.

### Job Location

Corporate Headquarters, Tucson, Arizona.