



Job Title: Marketing Intern

Date Posted: 12/12/19

Internship Summary

We are seeking a detail-oriented individual to spearhead several projects that will provide assets and key insights used to create content and shape our future sales & marketing plan. This internship will provide a behind-the-scenes look at marketing systems, processes, and strategies. It will also illustrate how data intersects with content marketing to influence customer behavior. If you enjoy learning new systems, research across multiple platforms, and the freedom to use those tools to see projects through to completion, this is the role for you.

Duration: 11 Weeks, May 17 – August 8, 2020 (Start date can be flexible depending on school schedule)

Compensation: \$500/week

Duties and Responsibilities

- Learn how to navigate, update and optimize Contract Record Management (CRM) software (Infusionsoft).
- Utilize online research and personal outreach out to compile updated lacrosse information profiles for past Trilogy Lacrosse event attendees.
- Explore, download and organize internal and external media content including photos, videos and logos.
- Conduct other Market Research projects in support of management objectives.

Required Qualifications: (Knowledge, Skills, Abilities)

- Excellent organizational skills including spreadsheet management
- Attention to detail and punctuality in communication and record keeping
- Time-management skills: ability to prioritize and multi-task jobs associated with position
- Strong Microsoft Excel proficiency
- Professional and courteous oral and written communication skills
- Active listening skills, calm demeanor, strong ability to follow-up, passion to see project through to completion
- Ability to succeed in team-oriented and independent project environments
- Ownership mentality for position-related responsibilities and company as a whole

Required Education and Experience:

- Minimum of 1 Year of College Experience
- Lacrosse playing experience is preferable, but not required

This job description does not list all the duties of the job. You may be asked by supervisor to perform other instructions and duties as required and necessary. You will be evaluated primarily based upon your performance of the tasks listed in this job description. Management has the right to revise this job description at any time, but you as an employee, will be informed when that change occurs.