

# Part Time-Sales & Marketing Paid Intern (24-32 hours per week)

## Paid Intern Responsibilities Include

- Collecting quantitative and qualitative data from marketing campaigns
- Performing market analysis and research on competition
- Supporting the marketing team in daily administrative tasks

## Job Brief

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

As a sales & marketing intern, you will collaborate with our sales, marketing & advertising team (and third party related vendors) in all stages of marketing campaigns. Your insightful contribution will help develop, expand and maintain our marketing channels.

This internship will help you acquire skills and provide you with knowledge of various hospitality sales & marketing strategies. Ultimately, you will gain broad experience and should be prepared to enter any fast-paced work environment.

## Responsibilities Continued

- Collect quantitative and qualitative data from marketing campaigns
- Perform market analysis and research on competition
- Support the marketing team in daily administrative tasks
- Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
- Prepare promotional presentations
- Help distribute marketing materials
- Manage, update and possibly assist in soliciting company database and customer relationship management systems (CRM)
- 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
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics, and Google Adwords)
- Passion for the marketing industry and its best practices
- Current enrollment in a related BS or Masters degree