



MARKETING COORDINATOR INTERN

COMPENSATION: Minimum Wage

HOURS / WEEK: 38-40; hours to be determined

START DATE: June 13, 2022

LENGTH OF INTERNSHIP: 10 Weeks

INTERNSHIP OPPORTUNITY

When you intern for ActOne through the AppleOne Intern-to-Dream program, you will join a team of forward thinkers in our 10-week innovative program that focuses on turning you into a leader in the workplace. We offer unique internal corporate & branch internships in addition to networking opportunities with our leading partners. Our internships come with hands-on projects, virtual workshops, career coaching, orientation, graduation & certification. Many of our past interns have gone on to secure positions with great companies and some have also joined the ActOne Group as internal employees. The AppleOne internship experience is second to none. When you intern with us, you become part of a family that will always be there to guide you throughout your career.

JOB DESCRIPTION

The Social Media Content Creator Intern's primary role will be to post, interact and engage with the Marketing Coordinator and will work under the direct supervision of the Vice President of Marketing. This role includes the opportunity to learn and practice coordinating with various vendors, managing all inbound communications, and providing detailed administrative support to facilitate efficient internal processes. The intern will also be trained how to handle all social media efforts which includes posting, interacting, and engaging with all necessary social media platforms, create marketing content and champion all administrative tasks. In addition, selected candidate will also be instructed on how to measure, analyze, report, and react to the performance of marketing campaigns with all social media, browser, and mobile applications.

This role requires a strong understanding of digital project management, invoicing, CRM, document compiling applications and software.

The ideal candidate will have knowledge of a wide range of marketing functions, including communications, advertising, branding, digital marketing, and social media. The Marketing Coordinator Intern must be an organized multitasker that is able to handle many diverse projects at once and meet tight deadlines.

The position requires creative, written, verbal communication, strong administrative, and organizational skills. Intern must take ownership of their projects with leader mentoring and supervision and takes initiative to exceed expectations.

Responsibilities & Duties:

- Working closely and effectively with Vice President of Marketing
- Performing a variety of general office support duties
- Tracking and preparing activity reports and metrics for measuring program success for recruitment technology platforms
- Performing industry specific research relating to trends and competitive landscape
- Researching and recommending various marketing tools and software

QUALIFICATIONS

- Previous social media experience
- Previous CRM/email marketing experience a plus
- Strong communication skills (verbal, written, and interpersonal)
- An understanding of digital content, communication, and marketing principles
- Ability to work within a deadline-oriented and fast paced team environment as an independent self-starter
- An enthusiasm for and experience with social media, a positive attitude and excitement to learn new skills
- Experience working with social media management tools (e.g., social trending aggregator, HootSuite, Spreadfast or Sprout Social)

KEY QUALIFICATIONS

- Aptitude for researching and presenting in front of an audience
- Effective verbal and listening communications skills
- The ability to build rapport with people from a wide range of backgrounds and cultures; a positive, friendly, and confident personality is ideal
- Detail oriented, effective organizational skills
- Computer Proficient, including the ability to operate computer database programs and MS Office software (Word, Excel, Outlook)
- Ability to work independently as well as in a team environment
- Customer service experience
- Professional appearance

TO PARTICIPATE IN APPLEONE'S INTERNSHIP PROGRAM, YOU MUST MEET THE FOLLOWING CRITERIA

- Applicants must be able to complete the 10-week internship program and attend orientation on Monday, June 13, 2022, and graduation on Friday, August 19, 2022.
- Accepting Seniors and Juniors; Senior interns preferred.
- Applicants must be actively enrolled in an accredited university or college.
- Applicants must be eligible to work in the United States without sponsorship by the company.