

SAMPLE: INTERNSHIP DESCRIPTION

XYZ Company

123 Main Blvd.
City, State 12345

Supervisor:

John Smith, Director of XYZ Company
Ph. (123) 456-7890

Job Title: Marketing Intern

Part-time. 15-20 hours per week. Flexible hours, 5 days/week

1 position available.

Compensation: \$12.00/hr

Company Profile:

Insert short company profile. 3-5 sentences.

Job Description:

XYZ Company is looking for a qualified intern to join our marketing/advertising team. Our marketing department produces quality work for major companies in the area, and seeks an intern who can participate in various stages of print and online marketing campaigns. This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of marketing.

Responsibilities:

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing and materials
- Assist with fulfillment of marketing offers
- Assist with the preparation and delivery of training materials
- Perform analysis of marketing and sales data
- Seek and analyze competitor marketing and sales materials both on and offline
- Prepare presentations
- Enter contact information into contact management systems
- Provide support to social media efforts

Learning Outcomes:

- Identify and define the common business terminology used at the worksite
- Apply marketing concepts to problems and issues within the industry
- Understanding the management of the marketing process and create value for the organization and stakeholders
- Produce high quality documents utilizing Word, Excel, Access or PowerPoint
- Demonstrate multi-channel communication skills including oral, written, audio/visual and digital
- Develop and maintain an advertising budget and determine the goals of an advertising effort

Candidate Qualifications:

XYZ Company is looking for an undergraduate student who is majoring in Sales, Marketing or Advertising or similar degree

Skills Requirements:

- Excellent verbal and written communication skills
- Knowledge of Web and social media.
- Prefer experience with PowerPoint, Word and Excel

Application Instructions:

Students must email a resume and cover letter to hiringmanager@XYZCompany.com