**Sample Job Description: Marketing Internship**

**Responsibilities may include:**

* Analyze data and identify opportunities to deliver sales growth
* Develop marketing strategies based on consumer and marketplace insights
* Develop project plans including deliverables, timelines, and budgets
* Collaborate with cross-functional team members to develop plans and selling materials for marketing programs and new product launches
* Write agency briefs, assess creative elements, and provide feedback to deliver engaging marketing content
* Present recommendations to company leaders to drive organizational support for marketing plans

**Required Skills:**

* Analytical skills
* Strategic skills
* Project management and budgeting
* Collaboration
* Creativity
* Communication skills

**Qualifications:**

* Enrolled in a Bachelor’s Degree program, emphasis in marketing preferred
* Within 1 year of completing degree upon date internship begins
* Proficient in Microsoft Office programs including PowerPoint, Excel, and Word
* Experiences that demonstrate creativity, passion for marketing, and deep consumer empathy
* Passion for consumer brands
* Familiarity with digital media platforms
* Ability to find actionable, pragmatic solutions to complex problems
* Ability to adapt in a dynamic and ambiguous environment
* Strong drive for results
* Intellectual curiosity

**Internship Description:**

Our Marketing internship program is a 10 week summer program between June and August. Over the course of 10 weeks, interns will work on impactful business projects and gain valuable hands on experience while learning from experienced marketing professionals. Each intern is presented with a real business challenge and is tasked to think critically and engage with cross functional partners to provide a meaningful and comprehensive recommendation. At the conclusion of the internship interns will have the opportunity to showcase their project results and internship experience in a presentation to the senior leadership team. Interns have great autonomy as well as full support, guidance, and feedback from their managers and the broad marketing organization throughout the internship.

In addition to core project work, the internship program aims to provide interns with opportunities to learn the business, build functional knowledge, gain exposure to our organization, and build their network. This is accomplished through participation in day to day Marketing activities, professional development initiatives, mentorship, and networking events with fellow interns and others across the Marketing teams. The internship serves as our main talent pipeline for marketing positions and can offer a full time opportunity upon graduation.