



Marketing and Communications Internship

OVERVIEW

Our goal is to give our interns responsibilities and roles which will prepare them to enter the workforce after graduation. You will gain hands-on introduction to product management by analyzing the industry and competitors for opportunities to enhance the product line. As the marketing and communications intern you will also gain experience by working on specific marketing projects, including:

- Plant Photography
- Creating sales flyers for customers
- Web design
- Broadcast e-mails/analytics and design implementation
- Customer data analysis
- Customer and employee surveys/customer events
- Social media management and strategy development
- Video marketing

You will be able to participate in the following experiences:

- Networking events
- Volunteering for the community
- Participation in Cultivate'18 – Columbus Ohio
- Regular group meetings

Responsibilities: (not a complete list)

- Assist with work in company CRM database
- Creating customer surveys and calculating results
- Development of collateral and graphics for industry events
- Updating company website
- Attend weekly management meetings

REQUIREMENTS

Must have possess a positive attitude, strong work ethic and enthusiastic, relentless attention to details, ability to prioritize and organize your work. Sophomore, junior or senior level student majoring in media science, communications, advertising, marketing or a related field. Must be proficient with MS Word, Excel, Outlook, Publisher and PowerPoint.