

## **Marketing Intern**

Intern will report to The Directors of Marketing Services and Membership Marketing.

Sales and Marketing department intern will gain an understanding and knowledge of the operations of a busy multi-faceted marketing department. Intern will be involved in marketing planning meetings for AAA business lines (Membership, Travel, Insurance, Financial Services, Automotive Services) and will be given assignments involving research, planning, execution and administration of the marketing activities of the business lines.

Must interact well with others, exhibit initiative and attention to detail. Must take direction and follow through on assigned tasks with minimal supervision.

Skills: Proficiency in Microsoft Office applications (Word, Excel, Powerpoint)

### **Typical tasks and assignments:**

Research: as assigned by Director of Membership Marketing

Work with Membership Product Specialist to design a "product collection" for a Young Adult segment, and recommend initial marketing plan

Work with Marketing Coordinator on the organization of and materials for the Travel Marketplace, a once-yearly weekend event at Gillette Stadium (March 6-9, 2009).

Work with Membership Product Specialist on organizing materials for roll-out of Matchmaker to all AAA branches (CRM initiative).

Work with Membership Product Specialist on INsider contest coordination.

Opening and tracking jobs for production, and coordination of marketing activities as assigned.