

# Marketing Intern

## Mission

*To support the successful operation of business development by learning and applying professional marketing techniques*

## Description

This position represents a support role within the Software Products team, while providing a continuous learning environment. Primary responsibilities include supporting the planning and execution of our many varied marketing activities, and providing measurement and feedback on their success. It is expected that the person in this position will be an articulate and active communicator, in addition to using the tools available and business processes in place to ensure that our marketing activities are timely, effective and professionally executed.

## Responsibilities

### *Marketing*

- Support the logistics for marketing events by determining and providing sufficient lead time for collateral material, equipment, people, etc., including coordination with show sponsors, vendors, partners, and other Blue Moon team members as required
- Assist with marketing campaigns
- Assist in developing and maintaining brochures, case studies, press releases, newsletters and other marketing collateral, as needed
- Assist in maintaining lead database
- Assist with product orders and partner and customer renewals
- Assist in updating website content

### *Administration*

- Monitor and report on the use of co-op funds
- Monitor and report on the analysis of our marketing activities
- Monitor and report on website traffic
- Assist in organizing and filing partner folders

## Compensation

Type: Hourly