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# JOB DESCRIPTION

## Marketing Intern

**Position Title:** Marketing Intern

**Reports to:** Senior Marketing Coordinator

### POSITION SUMMARY

Assists the Marketing Team with writing thought leadership, project profiles, internal communications, news releases and resume updates. Assists with special events, social media and website updates. Performs administrative tasks to support the Marketing Team.

### PRIMARY RESPONSIBILITIES

#### Communications

- Work with subject matter experts to develop thought leadership insights; write supporting documents for approval by subject matter expert.
- Write project profiles to accurately represent projects completed and identify any unique components.
- Create internal communications, including content for The Loop (internal communications app).
- Write news releases to promote significant events involving the company and/or individual associates' accomplishments.
- Update associate resumes to include project experience, education, memberships, certifications and awards.

#### Special Events

- Helps organize special events, including assisting with logistics, coordinating with project teams when required, and providing basic photography and social media support, as needed.

#### Social Media and Website

- Helps track and monitor social media analytics, helps with photography for social media, especially on intern tour days in the summer.
- Helps track and monitor website analytics.
- Provides weekly reporting on social media post performance and recommendations for improvements to increase engagement.

#### Administrative

- Provides administrative support, as needed, to the Marketing team including coordination of meetings, event participation, Cosential updates, and other administrative tasks, as assigned.

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### Team and Leadership Exposure

- Participate in all Marketing team meetings
- Participate in Marketing training
- Participate in weekly 1:1 meetings with manager
- Participate in two career conversations with manager

### KNOWLEDGE, SKILLS, AND ABILITIES

- Core Values: exhibits company's core values of Integrity, Performance, and Relationships.
- Teamwork Orientation: demonstrates a team approach and attitude
- Learning Attitude: ability to learn processes, computer applications, industry standards, etc.
- Ability to take Initiative/Responsibility
- Problem Solving/Issue Resolution
- Excellent Verbal and Written Communication Skills
- Attention to Detail
- Organization/Planning/Time Management Skills

### MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each primary responsibility satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Completed minimum of sophomore year of bachelor's degree program in Marketing, Journalism, Communications or related field, or equivalent combination of education, training, and experience.
- Basic knowledge of personal computer and e-mail applications. Knowledge of Microsoft Word and Excel required, basic understanding of InDesign preferred.
- Language Skills: Ability to read, analyze, and interpret industry articles and to synthesize information into digestible information. Ability to write articles, social posts, website updates, news releases and more, with minimal editing. Ability to speak effectively before groups of clients or associates, including conducting interviews with associates and clients.
- Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

### WORKING CONDITIONS

The position requires work in an office environment as well as construction job sites.

Note: This job description reflects a summary of the job and does not prescribe or restrict the responsibilities that may be assigned. The job description is subject to change at any time.