



Marketing Intern

SUMMARY OF RESPONSIBILITIES:

OmniByte Technology is seeking marketing intern(s) with a strong passion and understanding social media to generate client engagement, business development and leads. The intern hired for this position will help create and publish content via social media which is relevant and meaningful to our industries, clients, identify and track sales leads, generate reports, evaluate success, trends and failures of marketing campaigns, and assist with business development, opportunity management, forecasting, presentations, proposals and business. Additionally, the intern will learn how to research and promote events and programs through various marketing tools, thus gaining valuable marketing experience. The intern should be well organized and be prepared to work in a fast-paced and dynamic and fun team environment. The candidate chosen for this position will finish their internship at OmniByte having gained a broad experience in various aspects of sales and marketing.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Assist in the creation of signage, circulars, email and direct mail campaigns, online promotion and advertisement, etc.
- Assist in the distribution or delivery of marketing materials.
- Aid in updating social media accounts with current and relevant photos, video, or other content. Use site analytics for reporting.
- Research and write content for blogs, social media sites, press releases, and case studies.
- Seek and analyze competitor marketing and sales materials both on and offline.
- Enter and update client information and opportunities in customer relationship management (CRM) system used by OmniByte.
- Perform analysis of marketing research, campaigns and sales data.
- Research, identify and recommend software to be used to create, manage and analyze marketing campaigns.
- Completes other projects and tasks as assigned.

ELIGIBILITY:

- Junior or Senior undergraduate students majoring in Business, Communications, Sales, Marketing, Advertising, or a related field with a minimum GPA of 3.0.
- Must be highly organized.
- Strong ability to be flexible and multi-task.
- Excellent oral and written communications skills.
- Positive, professional and outgoing personality with the ability to work both in a team environment and independently.
- Available for 15-20 hours per week during school with potential for Full-Time Summer.
- Highly proficient in Microsoft Office Word, Excel, PowerPoint and Outlook, social media tools (Facebook, LinkedIn, Twitter, YouTube, Instagram, Google+).
- Customer Engagement (CRM), marketing automation software experience.
- Graphic design and video editing a plus, but not required. (Adobe)