



**Job Title**                      **Marketing Intern**

**Classification**   **Hourly**

**Reports to**                      **Vice President, Marketing & Communications**

**Date**                                **April 2023**

**JOB DESCRIPTION**

***Summary/Objective***

We are looking for an enthusiastic marketing intern to join our marketing department and provide creative ideas to help achieve our goals. You will have administrative duties in developing and implementing marketing strategies.

As a marketing intern, you will collaborate with our marketing and public relations team in all stages of marketing campaigns. Your insightful contribution will help develop, expand, and maintain our marketing channels.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast-paced work environment.

**Characteristics:**

- Strong written & verbal communication skills.
- Passion about the Northeast Ohio region – and a drive to get others excited about it.
- High energy and enthusiasm, warm, friendly, and engaging.
- Detail-oriented, organized, and good at prioritizing and efficiently executing a flurry of varied tasks.

Assisting our brand marketing manager in all brand communication and guiding tone, developing effective marketing campaigns to influence how our target audience perceive our region.

Assist in crafting, managing, & executing our storytelling and creative design in all spheres of influence:

- All social media platforms
- Team NEO Website
- Email marketing to various audiences
- Event planning & execution

#### **TECHNICAL SKILLS:**

- Graphic design software (Adobe Creative Suite, InDesign, or other design software) hugely beneficial
- Social media strategy and management
  - LinkedIn, Instagram, and Facebook are top priority; the ideal candidate is very well-versed in all features of these channels, and can also help us explore new potential channels (e.g., TikTok)
  - Familiarity with Hootsuite or other social media scheduling platforms
- WordPress experience preferred

#### **PERSONAL SKILLS:**

- Strong written and verbal communication
- Fun, kind, and upbeat personality
- Critical thinking & problem solving
- Excellent sales skills
- Personable, capable of persuading people
- Team management and leadership; ability to motivate colleagues
- Innovative and creative mindset
- Self-motivated and able to work under pressure

#### **Physical Demands**

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms.

#### **Required Education and Experience**

Currently enrolled in an accredited college or university working towards a degree in marketing, business or similar preferred.

#### **Additional Eligibility Qualifications**

None noted

### **EEO Statement**

Team NEO is firmly committed to prohibiting discrimination on the basis of race, color, sex, age, religion, ancestry, national origin, citizenship, disability, military status, sexual orientation, or genetic information throughout the employment process, from selection through termination. Team NEO expects all employees, vendors, and associates to support the nondiscriminatory policies of Team NEO.

### **Other Duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

### **Contact**

Interested Candidates should send an electronic expression of interest and resume to:

Mark Owens  
Vice President, Marketing and Communications  
Team NEO  
[mowens@teamneo.org](mailto:mowens@teamneo.org)