



Marketing Summer 2024 Internship - Job description:

As a nationally recognized targeted healthcare marketing platform for the Pharma/OTC and Consumer Wellness industries, our in-house, award-winning content studio creates bespoke disease-state and therapy-specific educational content that powers more productive patient-physician dialogues at every step of the patient journey, and at all points of care.

We are currently looking to recruit a Marketing Internship position to help execute marketing programs with our current marketing department and in partnership with our in-house content studio. This individual will contribute to existing marketing programs while assisting the team with the development of new initiatives aligned with company and client goals.

Overall, the main objective of this marketing internship is to provide valuable learning experience and prepare the intern for a career in marketing by gaining practical skills and knowledge.

The ideal candidate should coursework in business/marketing and will have some prior experience with a wide range of marketing functions, with a bias for modern marketing techniques including digital and social media marketing, virtual and In-person events planning, email marketing, website management, branding, and communications. This Marketing Intern should have strong organizational skills with a willingness to further learn current marketing practices and expand their skillset. This is an exciting opportunity to step into a marketing role with a company dedicated to helping with future professional growth in an innovative industry.

Objectives of this Role

1. Gain practical experience to apply theoretical knowledge in a real-world marketing environment and gain hands-on experience and learn how marketing strategies are implemented. Ideally a capstone project will be delivered at the end of the summer Internship (project tbc)
2. Assist with various marketing campaigns, such as social media marketing, content creation, email marketing, or event planning. Contribute to the

success of these campaigns and learn about different marketing tactics.

3. Conduct market research by analyzing data and identifying trends or customer insights. The objective is to gather valuable information that can be used to inform marketing strategies and decision-making.

4. Support lead generation activities, such as prospecting, lead nurturing, or managing CRM systems. Contribute to the growth of the client base and learn about lead generation strategies.

5. Collaborate with cross-functional teams and work closely with other departments, such as sales, design, editorial, and production to ensure alignment and collaboration on marketing initiatives. Gain exposure to different functions within the organization and understand how marketing interacts with other departments.

Daily and Monthly Responsibilities

- Daily Responsibilities:

- 1. Social media management: Create and schedule social media posts, engage with followers, and monitor social media analytics.
- 2. Content creation: Assist in creating social content, articles, infographics, videos, and other content for various marketing channels.
- 3. Email marketing: Help with email campaign creation, segmentation, and analysis.
- 4. Market research: Conduct research on industry trends, competitors, and target audience to support marketing strategies.
- 5. Data analysis: Analyze marketing data and metrics to identify trends and make recommendations for improvement.
- 6. Website: Assist with website updates
- 7. Assist with marketing campaigns: Support the planning, execution, and tracking of marketing campaigns across different channels.
- 8. Collaborate with team members: Work closely with marketing team members to support their initiatives and projects. Will support the Director and Chief Marketing Officer.

- Monthly Responsibilities:

- 1. Reporting: Prepare monthly marketing reports, including key performance indicators (KPIs) and campaign results.
- 2. SEO optimization: Assist in optimizing website content for search engines and conduct keyword research.
- 3. Competitor analysis: Monitor and analyze competitor marketing strategies and provide insights to the team.

- 4. Marketing automation: Help with setting up and managing marketing automation workflows and campaigns.
- 5. Event coordination: Assist in planning and organizing marketing events, such as webinars, conferences, or trade shows.
- 7. Analytics and insights: Analyze marketing data to identify trends, patterns, and opportunities for improvement.
- 8. Research and learning: Stay updated with the latest marketing trends, tools, and best practices through continuous learning.

Skills and Qualifications

- Working towards bachelor's degree in marketing, communications, or public relations
- Past work experience or internship would be valuable
- Knowledge of traditional and digital marketing, content marketing, and social media marketing (mandatory)
- Some knowledge with research using data analytics software such as Google Analytics
- Some knowledge of Canva or CRM software would be advantageous but not required
- Proficient in writing, communication, and presentation skills
- Proficiency in full Microsoft Office suite, especially with Excel and PowerPoint
- Entry level, looking for those seeking marketing Internships, co-op marketing opportunities, real-life experience to supplement their marketing education and learning.