



TWEET/GAROT MECHANICAL, INC.

## **MARKETING INTERN**

### **Summary:**

The Marketing Intern will assist and support the Business Development Team with a variety of social media and marketing initiatives.

### **Essential Duties and Responsibilities:**

- Support marketing team in designing and sourcing materials for booth/meeting spaces
- Assist in development and implementation of marketing and advertising campaigns
- Maintain marketing materials inventory (promotional items, samples, etc.)
- Coordinate digital communications (social, website, email, events, etc.)
- Assist with website maintenance and content updates
- Prepare marketing performance reports by collecting and summarizing results
- Assist with the coordination of event logistics (ordering event services, registrations and badges, securing accommodations for attendees, packing and sending material, etc.)
- Maintaining tradeshow inventory (demo products, booth walls, etc.)
- Photograph images for digital content and presentations
- Edit images to be presentable for marketing content
- Write marketing content, ads, and product descriptions
- Assist with implementing and monitoring digital marketing promotions
- Update website and content management files to keep information current
- Assist with implementing, monitoring, and management of our company social media accounts
- Monitor social channels for trending news and ideas
- Occasionally travel to trade shows
- Perform other assignments/projects as assigned by the supervisor

### **Skills/ Qualifications:**

- Must be enrolled as a student at an accredited university studying for an Associate's or Bachelor's degree in marketing, communications or a similar field
  - Graphic Design minor and/or experience are preferred.
- Excellent verbal and written communication skills
- Familiarity with social media strategies and platforms
- Proficient in Microsoft (Publisher, Word, Excel, PowerPoint), Adobe Platforms (Illustrator, Premier, InDesign, Photoshop), and Movavi Video Suite
- Good understanding of the latest marketing trends and techniques
- Ability to multi-task and take initiative