

INTROSPECTIVE SYSTEMS

Marketing Intern A.K.A Media Boss

Do you think you can write better copy than those highbrow agencies on Madison Ave? Do you groove on Google Analytics and dream in SEO? If working for a tech startup sounds a lot better than working at your dad's insurance company this summer this is the internship for you! Introspective Systems, a leading-edge software development firm in Portland's Old Port, is looking for a marketing intern for the summer.

We want a multi-tasker with excellent communication skills and killer marketing instincts. Ideal candidates will be adept at writing social media content, designing marketing collateral, developing Google Ads campaigns and assisting with the overall marketing strategy for the company. Experience with newsletter production, social media management and the Adobe Suite, is highly desired.

To be successful in this position, candidates should be attentive to detail with a high degree of accuracy and be able to work with minimal supervision. Additionally, the marketing intern must be creative, tech savvy, and have a positive attitude with a professional demeanor.

Marketing Intern Responsibilities:

- Monitors Google Analytics and Search Console accounts.
- Draws inferences from marketing analytics and recommends changes.
- Maintains and organizes the company's Google Drive marketing library.
- Assists with social media maintenance.
- Maintains and updates website as needed.
- Creates online ads campaigns.
- Investigates marketing strategies and make recommendations.
- Assists with newsletter production and promotion.
- Assists with marketing materials design as needed.
- Undertakes special projects as needed.

Marketing Intern Requirements:

- Current college or university student in one of the following majors: marketing, English, communications, advertising, journalism, or other related.
- Prior work experience.
- Excellent Microsoft Office skills and Adobe Skills.
- Desire to be proactive and create a positive experience for others.