



## **Job Description: Advertising & Marketing Intern**

### *Position Summary:*

The **Advertising & Marketing Intern** is responsible for providing support for the sales and marketing department. The intern will report to the Marketing Director and assist with all business needs related to marketing and sales support with an emphasis on outbound marketing communications.

### *The Advertising & Marketing Intern's primary duties include but are not limited to:*

- Assist with content writing for the website, blog, social media and sales and marketing collateral
- Assist with customer testimonial and case study writing and submission/approval process
- Coordinate and improve processes related to creative filing and management of marketing graphics, collateral, business cards, images, etc.
- Order various materials for sales and marketing; collateral, posters, business cards, etc.
- Update current media matrix defining key offers, creative unique phone #'s etc.
- Assist with event planning for tradeshow and other key events
- Collaborate with marketing to create new ideas for campaigns to support lead generation efforts
- Assist with project coordination
- Conduct Competitive Analysis
- Conduct Market Research
- Organize all print media for easy access and sales use
- Assist with Press Release distribution
- Assist with website and blog updates via Wordpress
- Assist with collateral updates and version control
- Other projects as assigned

### *Job Requirements:*

- Excellent computer knowledge for both MAC and PC environments with proficiency in Microsoft Word, PowerPoint, and Excel
- Writing and proofing skills are also required.
- Excellent communication skills (written and verbal) and administrative skills
- Ability to work independently and complete assigned tasks within identified time frames
- Organized, dependable and detail oriented
- Team Player with a cooperative spirit
- Quick Learner and Efficient



- High sense of urgency
- Able to work well under pressure
- Juniors and Seniors majoring in advertising, marketing communications, or similar field

Qualified Candidates should send their resume in confidence to:  
[careers@nexersys.com](mailto:careers@nexersys.com)