Marketing Intern Job Description

Marketing Intern will be first point of contact for potential clients. This person must speak and dress professionally and represent CRI positively at all times.

Duties include:

Fielding telephone calls and emails regarding potential projects or new client relationships and refer clients/projects to appropriate company principal. Return calls and respond to emails from interested parties. Send information about CRI via email and/or regular mail, and collect company information from them to use in future conversations. Conduct B2B lead qualification calls determine if there is potential for a good fit between CRI and another company/organization.

Become knowledgeable about the product and service offerings of CRI and industry jargon. Become knowledgeable about the market research telephone interviewing process (and other market research methods). Must work a minimum of 5 (paid) interviewing shifts during production hours (4p-10p) as part of the internship training process.

Display confidence and make independent judgments and decisions. Seek help or guidance when questions or situations arise. Interact and communicate with other office staff. General office equipment and production skills: producing new or printing existing marketing materials, making copies, managing marketing campaigns.

Participate in various outside marketing activities including client presentations, trade shows/expos, and networking events. Distribute information and freebies to trade show attendees. Engage potential clients in business conversations and gather information to determine if there would be a good fit.

Keep excellent records of all conversations and communication so that anyone would be able to pick up where you left off. Work closely & communicate with Marketing Manager, company VP’s and President to make sure all marketing functions are completed efficiently and strategic goals are met.

Other Expectations:

Punctuality, efficiency, and willingness to stay until the job is done. Hours are semi-flexible. The internship is unpaid. Opportunities exist to pick up (paid) interviewing shifts during production hours (in addition to the 5 required interviewing shifts). Must be available to work at least 15 hours per week, M-F between 9am-5pm. Shifts may vary based on student’s class schedule and CRI’s marketing needs.

Email cover letter and resume to Ross@cri-research.com.