

Position Overview:
Digital Marketing Internship | Spring 2016 – Fall 2016
(Includes Summer Opportunity)
Austin-Based B2B Technology Start-Up
System Surveyor

Description

This role will work with the founders and management team of System Surveyor on digital marketing to amplify the awareness, demand generation and sales of System Surveyor. Work in collaboration with the chief marketing officer and president to manage the web site, blog, social media sites (twitter, LinkedIn), PR and email marketing using a professional marketing automation system. This role will also assist with preparation and follow up for national and regional tradeshow efforts. The intern will help develop, write and execute marketing campaigns. Assist with inbound, consultative content and analyzing efforts in Google Analytics (and other systems) to improve SEO performance and web site and trial conversions. An excellent way to gain hands on start-up experience with a SaaS-based B2B in Austin!

Responsibilities

- Assist with blog editorial calendar, content development, blog and posting
- Regular social media posting and measurement
- Multi-part email marketing campaigns and nurturing and conversion analysis/goals
- Assistance with marketing and sales webinars – content development, marketing and execution
- Improving the rating numbers in the App Store
- Developing marketing materials for events and sales
- PowerPoint presentation for sales
- Develop case studies
- Assist with PR & Media relations

Desired Skills & Qualifications

- Genuine interest in fast-paced, self-starter environment in a start up
- Excellent written and verbal skills, takes constructive feedback, team player, great attitude, integrity
- Wordpress – management, posting (design and development skills a bonus)
- Excel, PPT, Google Apps
- Marketing automation and CRM experience (InfusionSoft)
- Design: Adobe InDesign, other (preferred)

About System Surveyor

System Surveyor provides mobile and cloud-based tools that simplify the design, installation and maintenance of electronic security systems. Professionals use System Surveyor's iPad-based app in the field with drag and drop, preconfigured components; secure cloud collaboration with colleagues; and access back at the office using the Cloud Workspace. Benefits: system design accuracy, faster implementations, and lower TCO. Learn more:

www.systemsurveyor.com.

Work Schedule & Compensation

To be agreed upon between System Surveyor and intern. Approximately 10-20 hours per week. Intern would be asked to work flexible arrangement at office in Austin and virtual. The position pays \$10/hr.

Application Instructions: Please send introduction email and resume to Maureen Carlson at maureen@systemsurveyor.com. Work samples welcome.