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| **Company Name:** | TMAC |
| **Company Web Site:** | <http://www.tmac.org/> |
| **Company Description:** |  |
| TMAC is a local Texas resource to address the challenges of today's hyper-competitive business environment. Cut cost. Be efficient. Achieve profitable growth. Our cost effective services give you the tools to be competitive. Whether it is a spot solution or total transformation, all technical assistance and training is customized to fit your objectives. TMAC works with you to improve productivity, quality, and profitability. | |
| **Job Title:** | Marketing and Sales Support Intern |
| **Position Function:** | Marketing |
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| **Job Type:** | Internship |
| **Job Location:** | 9390 Research Blvd., Ste. II-300, Austin |
| **Job Description:** |  |
| Intern Needed: Marketing and Sales Support—Unpaid position, but could lead to paid, part-time, or more. Purpose of this role: TMAC is regarded highly by its previous customers and enjoys a very high customer return rate. However, it needs to update its marketing and publicity strategy so as to attract more new customers. Our current marketing strategy is not as effective as it should be and our collateral, publicity, and support documents may need to be revised or re-designed. A strategy to use social media to engage more customers also needs to be developed and implemented. A critique and recommendations or designs for web site enhancements are needed as well. Critical Skills Needed: Formal training and experience in marketing, sales, and customer relationship management. Must be current in applying analytical thinking (including web site analytics and similar) in order to develop a more powerful and more effective marketing and sales strategy, including ways to engage “C level” executives. Knowledge and experience in market analysis, market segmentation, organizational branding, clarifying the value proposition, and target marketing are also critical attributes. Demonstrated competency in designing sales plans, bonus or commission plans, and sales portfolio targets is needed to fulfill the requirements we are seeking. | |
| **Job Responsibilities:** |  |
| Conduct a thorough analysis of TMAC’s branding, marketing, sales, and customer relationship management activities. Identify disconnects, gaps, weaknesses, and strengths. Develop an improved marketing strategy including changes required to strengthen the brand, improve the mission, clarify the value proposition, incorporate better collateral and publicity, integrate social media, and identify sales training and sales process improvements, and recommend customer identification and tracking improvements necessary for increased results. Prepare conceptual design of new materials, web-site, etc. | |
| **Job Qualifications:** |  |
| Office and equipment provided and hours can be flexible in line with internship program expectations. Some travel may be authorized and reimbursed if needed by the Intern to fully complete the duties of the role. Certain off-site work duties can be performed, in line with internship program rules. | |

**Contac Information:**

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