



## Marketing Intern Job Description

Planview, an Austin, TX-based, leading provider of enterprise software solutions, is currently seeking a positive, motivated marketing intern to be part of our top-notch team. This paid internship is an ideal opportunity to gain valuable real-world experience at a successful, dynamic organization that is the independent leader in its field of portfolio management! The marketing intern will have an important role working with an experienced team of marketing professionals. The overall job function of the intern is to support the corporate marketing team with activities related to demand generation initiatives including: webcasts, PR, white paper programs, surveys, customer retention and acquisition email campaigns, online marketing programs, Google Ad Words Pay-Per-Click campaigns and reporting, team meetings, coordinating analyst meetings with company executives and key stakeholders, participating in brainstorming and collaborative global marketing meetings, copywriting and event marketing.

A sample of duties will include:

- Leveraging Planview on Social media using Twitter, Facebook, LinkedIn and YouTube
- Assist marketing campaign managers with administrative reporting, project flow and internal communications
- Assist with database marketing, data integrity and the reporting process from Salesforce.com and our demand generation platform
- Organize marketing communications to the Sales organization
- Support Field-Marketing email campaigns
- Assist with logistics and coordination of the 2010 Planview Horizons User Conference
- Assist with campaign reporting and internal presentations

Other administrative duties will include:

- Departmental billing and processing invoices
- Direct mail assistance
- Scheduling internal and external meetings including team meals and special events
- Participate in prospect and customer product demonstration webcasts
- Assist with miscellaneous projects as they come up

The basic requirements for this job are:

- Intelligence
- A positive attitude
- Basic PC skills and some experience with Word, Excel, PowerPoint, Outlook or SharePoint
- Desire to gain experience from a global marketing team

Contact: Send Cover Letter and Resume to Kurt Weisenberger at [kweisenberger@planview.com](mailto:kweisenberger@planview.com) if interested.