

### 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](mailto:Ross@cri-research.com).**