

RANCH ROAD

A CREATIVE SOLUTIONS CO.

Ranch Road Design & Printing, Inc. is looking for a self-motivated candidate to join our team. This internship will serve as valuable experience in a friendly, fast-paced environment. This position can further serve as course credit for required upper-level classes, after approval through academic advisor.

Responsibilities:

Job Duties include preparing copy for promotional and developing marketing campaigns for both Ranch Road and Clients of Ranch Road.

- Implements new market segment opportunities and leads the organization through new product launches.
- Sets clear procedures - identifying objectives and needs for marketing opportunity.
- Coordinates with external suppliers, including agencies and research firms.
- Monitors market trends and competition activities and proposes counter actions.
- Monitors the financial costs and ensures they are in adherence to the marketing budget.
- Complies and enforces company policies and procedures applicable to marketing and branding.
- Develops, maintains and coordinates a marketing budget and plan that aligns marketing activity for each offering, including recommendations for the regional marketing mix, keeping costs within the agreed limits.
- Create and maintain a calendar of marketing activities.
- Timely and accurate communication of marketing plans and achievements with regional industry sales directors and territory executives.
- Campaigns and other corporate communications - including web content - according to guidelines, meeting timeline and budget parameters.
- Budget reports on a timely and accurate basis that informs management, teams and relevant budget holders of local marketing expenditures.
- Management of events and working from campaign project plans to execute activities as required.
- Supporting marketing teams with other region-specific activities.
- Builds understanding of the important media (magazines/websites/blogs, etc.) offerings, enhancing existing and building up new relationships and coordinates all local press activities with the corporate marketing team.

Skills:

- You must be registered in an internship class and receive credit during the semester you intern.
- High level of data review and processing skills
- Strong written and verbal communication skills
- Strong problem and solving, organizational and team work skills
- Proficiency in Microsoft word and excel
- Key Account Management, Advertising, Creative Services, Market Research and Trends, Strong Interpersonal, Team Building, Analytical & Creative Thinking and Communication Skills.

Interested?

Submit resume along with availability schedule to: kelsey@ranchroad.com.