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# Example of Product / Marketing Intern Job Description

Our innovative and growing company is looking to fill the role of product / marketing intern. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don’t fill all of the qualifications, you may still be considered depending on your level of experience.

## Responsibilities for product / marketing intern

* Develop and execute Voice of the Customer (VOC) plans for select segments of Engines markets
* Develop aftermarket pricing strategies and the execution of pricing catalogs
* Work with product line leaders to develop value propositions based on VOC/market analysis
* Support propulsion HUE projects and drive implementation plans into the product/service offerings
* Execute IPDS phases 0 - 2 for the Engines products
* Assemble 2018 conference records together with the coordination of Editorial, Inventory, Client Solutions
* Competitive research to support new product development for paid market research, emails, and Brand Direct
* Audit of BrandResponse tracking and cross matching with CAE records for US and Global programs
* Pulling all available conferences around or related to high demand sold conferences for OUS (for example, related but smaller cardio conferences in lieu of ESC)
* An audit of all product decks and the imagery in them

## Qualifications for product / marketing intern

* Investigating and reporting on sales motions and go-to-market strategies (distribution channels, pricing, messaging, ) that result in greatest success
* MBA candidate at a top-tier program
* At least 2 years of experience in product marketing or technical role for an enterprise software company or at a management consulting firm
* Capacity for structured, top-down problem solving
* Learn about CloudCred! How can we be leveraging it better for our BU? What do we not know about it that we should? Become an insider with our CloudCred corporate team and key stakeholders
* Manage, update and maintain the EUC/Business Mobility tasks on CloudCred and be the “owner” of the Tech Mobile badge