



Example of Marketing Summer Intern Job Description

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Our company is looking to fill the role of marketing summer intern. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing summer intern

- Manage the Retention testing calendar
- Assist in the development of marketing communications materials (collateral, training materials, instruction manuals) for new product development projects
- Help with annual tradeshow planning and execution, ensuring key initiatives are successfully messaged and appropriately represented in booth
- Assist with outgoing social media message development
- Participate in new product launch planning discussions and carry out assigned action items as necessary
- Conduct competitive reviews as assigned and report to marketing and product teams with recommendations
- Assist in the management of the Kryptonite website, both from an asset and SEO standpoint
- Supports the International Business Team (IBT) in on-going market/competitive research in support of recent and upcoming product launches
- Researches and collects data from different sources of primary and secondary research and provide a comprehensive overview
- Drive the creation of various digital assets including web content, infographics and videos

Qualifications for marketing summer intern

- Interpersonal skills with all levels of management
- Working toward a Bachelor Degree in Marketing
- Provide backup to the program leads and director on an as-needed basis
- Freshman through graduate level course work at an accredited college/university with a major in Marketing, business or similar discipline