



# Example of Marketing Summer Intern Job Description

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Our growing company is looking for a marketing summer intern. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for marketing summer intern

- Assist with creating marketing proposals for vendors
- Assist with marketing campaign briefs and marketing campaign execution
- Assisting with recapping vendor campaign performance
- Assisting with market research on vendors and competitors
- Manage vendor campaign calendar
- Partner with Marketing and eCommerce departments to help gather vendor campaign assets for promotions and campaigns
- Run daily/weekly/monthly reporting
- Attend vendor meetings and cross-department meetings
- Regular ad hoc reporting and administrative tasks as required
- Aid in the execution of new product launches which may include items such as banner ads, google adwords, catalog updates, ppt decks, email campaigns, website updates, brochures, marketing notifications

## Qualifications for marketing summer intern

- Press conference room set up for special announcements game/event day media events
- Record and report program data including participant information, post-event surveys, customer comments
- 2-3 years of college courses with a major in business, marketing or related field
- Student in a Sophomore standing or greater working towards a Bachelor's

- Experience using Google Analytics is a plus