



### Job Description

Job Title:	<b>Marketing Internship</b>
Reports To:	Brand Manager
Department:	Marketing

#### SUMMARY

*Responsible for developing and executing digital media campaigns that increase brand awareness and consumer engagement for a consumer products beverage company.*

#### ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Works with internal marketing management team and external digital media agency to implement Company's digital media strategy.
2. Participate in planning and execution of digital media calendars.
3. Execute social media placements as approved on digital media channels such as Facebook, twitter, Instagram, YouTube, Pinterest etc.
4. Monitor Company's digital media channels as assigned by Brand Manager.
5. Use digital media analytical tools to measure metrics and report digital marketing activities.
6. Maintain and monitor Company's e-commerce platforms.

#### QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Knowledge and usage of the digital media platforms; Facebook, twitter, Instagram, YouTube, Pinterest, Amazon and others.
- Exceptional writing skills.
- Strong project management, research and analytical skills.
- Knowledge and interest in the latest trends in health, wellness and fitness.
- Strong interpersonal skills, maturity and good judgment and be capable of communicating with a diverse range of individuals.

#### EDUCATION and/or EXPERIENCE

- 1+ Year College Business experience
- Microsoft Office Suite experience

#### LANGUAGE SKILLS

- Excellent written and verbal communication skills
- Ability to speak and understand effectively in English.

#### MATHEMATICAL SKILLS

- Ability to add, subtract, multiply and divide in all units of measure, using whole numbers, common fractions, and decimals.