



The FTC marketing department is seeking to hire a marketing and public relations intern to provide assistance in executing all FTC marketing and public relations strategies. This intern will support day-to-day operations that help promote our business, values, and mission. This is a part-time, temporary position beginning in June 2021 and ending August 2021.

Essential Functions:

- Perform support duties including but not limited to database management, reporting and analytics, maintaining marketing materials, managing sales, and marketing software tools
- Work with all departments to fulfill any marketing material request
- Edit and revise content as necessary
- Write effective and proficient communications for marketing and public relations purposes
- Understand emerging technologies and digital marketing trends
- Provide support in the creation of digital content (i.e., website, blogs, press releases, social media, email marketing, Google Adwords)
- Participate in marketing brainstorming sessions
- Maintain positive relationships with all stakeholders and the FTC team

Education, Experience, and Skills required:

- Enrolled and working toward a bachelor's degree (B.A.) from a four-year college or university in communications, marketing, journalism, or related field of study is required
- Experienced and proficient in operating a computer and mobile devices for marketing purposes
- Experience in design software preferred (e.g., Adobe Creative Suite, Canva, Mailchimp)
- Ability to learn how to develop digital marketing campaigns
- Ability to analyze digital analytics reports (e.g., Google, Facebook, Mailchimp)
- Ability to learn enterprise software for marketing purposes
- Ability to prioritize multiple tasks in a fast-paced environment
- Ability to communicate written and verbally with existing and potential customers and peers.
- Ability to effectively speak at assigned events
- Ability to produce quality work products with attention to detail
- Knowledge of traditional marketing and social media environments

- Must be able to write necessary business communications as assigned
- Must have strong organizational skills
- Must maintain a valid driver's license
- Required to perform medium lifting – lifting 50 pounds maximum with frequent lifting/ carrying of objects weighing up to 30 pounds
- Must be willing to work flex hours as needed