



S N O W P L O W

Job Title: Marketing Intern
Reports to: Digital Marketing Specialist
Direct Reports: Katie Roell, Marketing Communications Manager

Marketing:

What You will Learn:

1. How to create a long-term social media plan using inbound marketing strategies.
2. Relationship building with our online community by helping to maintain Facebook, Twitter, LinkedIn, Instagram, and other media accounts.
3. How to track social media analytics and metrics using Sprinklr.
4. Become a certified inbound marketer through Hubspot.
5. Create compelling content including videos, blogs, eBooks, memes, and info graphics.
6. Gain exposure to business tools including CRM Dynamics, SAP, and ClickView.
7. How to use Adobe Suite for content creation.
8. How to organize and execute community and business events, and social media giveaways.

What We Require:

1. Currently pursuing a degree in Marketing, Communication, Business, Graphic Design or other related discipline.
2. Strong writing skills.
3. Proficient in Microsoft Suite Office.
4. Organized with an ability to prioritize time-sensitive assignments.
5. Creative and flexible.
6. Familiarity with social networking sites.

If interested and qualified for this opportunity, please submit a resume and application to the [BOSS Career Site.](#)