

## **MARKETING INTERN**

### **Role Summary**

*For our Marketing Intern, we're looking for someone who is driven to learn and looking for experience. We will teach you how to view data and think like a direct marketer and marketing analyst.*

### **Responsibilities**

Assist in the preparation of client reports, research, creative briefs, and other materials.

Deep dive into market research (competitors, competitor pricing, culture, benchmarking, industry knowledge, industry terms, shows, speaking sessions, language research).

Gather information on prospective clients and help prepare related marketing materials.

Assist in creating social media posts and suggest new ads and keywords for AdWords.

Monitor the traction of projects during launch (send status updates, suggestions to date changes and process improvements etc.).

Perform SWOT analysis for clients and industries to help identify new opportunities in each market.

Research print and digital ads in key markets and contribute new ideas for our new marketing efforts

Execute against other marketing activities as needed.

You would be reporting directly to a co-founder and working alongside the Director of Client Services to provide exceptional service to our clients.

### **Qualifications**

Show interest in building your analytical and communication skills.

Working knowledge of Excel and Microsoft Office.

Ability to manage multiple requests, multi-task and deliver requested work on time.

Must be detail-oriented with excellent follow-through abilities.

Professional attitude and able to maintain confidentiality.

Working towards a Master's or Bachelor's Degree in Finance, Marketing, or Accounting.

### **Our Intern Program**

The duration of the internship is 3 months with the potential to extend once the first 3 month period has ended.

Interns are paid hourly.

Part-time schedule - we'll try to be flexible with your schedule. Our office is open Monday - Friday from 9:30AM - 6:30PM Pacific.

You would be reporting directly to a co-founder and working alongside the Director of Client Services to provide exceptional service to our clients.

### **If You Think We've Just Described You, Please Send The Following:**

A cover letter that reflects your personality and briefly describes your interest in Directade

Your resume

Your availability based on your expected school schedule.

Please submit your cover letter, resume, and schedule to [ed@directade.com](mailto:ed@directade.com). To learn more about Directade visit [directade.com](http://directade.com)

### **About Directade**

Directade was founded in 2015 by two Direct Marketing experts who saw the opportunity to provide premium marketing analytics to Direct To Consumer (DTC) start-up and enterprise clients.

Working at Directade is your best way to learn about the Direct-To-Consumer and Subscription marketing sectors. You'll take an active role as we provide premium marketing and analytical services to our current clients and help as we develop relationships with new ones. We are a team of fun, passionate marketers and analysts, and you'll love working in the heart of Silicon Beach literally steps away from the the iconic Venice sign and beach!

We value being collaborative, team-focused, and always willing to help others. We're a small organization and we all contribute to the success of the agency. There are no egos here.