



Marketing Communications Intern

The Lea(R)n marketing team is looking for an intern who is wants to learn about education technology while gaining valuable experience in marketing communications. The marketing intern will learn about our results-oriented, research-based edtech management platform, leading schools, districts, networks, states and higher education institutions and the exciting, empowering day-to-day business of an innovative start-up. Responsibilities may include helping develop internal and external marketing campaigns aligned to an established brand and key messages, conducting market and event research, tracking and analyzing data, assisting with communications and helping develop and document processes.

Key characteristics include:

- Excellent oral and written communication skills
- Highly organized and efficient, with the ability to prioritize, multi-task and take initiative as well as guidance
- Work effectively with a collaborative team, in a fast-paced environment
- Positive, enthusiastic attitude
- Thoughtful and intentional with an understanding of responsible action

Key marketing competencies include:

- Working knowledge of Microsoft Office and Google docs
- Working knowledge of content management systems/web hosting platforms, Google analytics and SEO practices
- Working knowledge of social media tools and channel/persona appropriateness
- Familiarity with Adobe Creative Suite programs
- Ability to organize and document processes, content, etc.

Responsibilities include:

- Utilize web communication and social media skills to support LearnPlatform and Lea(R)n's services, products and thought leadership
- Help schedule and support content updates, then implement, measure and report results as needed

- Research and maintain conference and award opportunities calendar, to include providing updates about pending deadlines, speaking opportunities, sponsorship, exhibition and attendance costs
- Support and measure event-centered marketing efforts
- Help develop and document processes for content updates, inventory, conference and award opportunities, versioning of materials (physical and digital), etc.
- Create and assemble collateral and promotional materials as needed for events
- Help draft content for newsletters, blogs, campaigns and websites
- Help deliver and track campaigns
- Continually improve knowledge base and skill set for all systems and tools such that Lea(R)n maximizes marketing investments and gains institutional knowledge through collaboration and sharing of best practices

Students should be:

- Sophomores, juniors or seniors currently enrolled in pursuit of marketing and/or communications degrees, or business degrees with marketing or communications concentrations
- In good academic standing
- Maintaining a GPA of at least 2.8
- Interested in experiencing an entrepreneurial environment