



## **Job Description- Marketing Assistant/Intern**

**The Marketing Assistant / Intern's job is to work with the Marketing Director to increase the firm's visibility in identified market sectors, to assist with research and content creation, and to support the Marketing Director is efforts related to the annual conference (CXps).**

### **Tasks and Responsibilities:**

- Work with Marketing Director to create and execute communication and marketing plans.
  - 1) Track success of email marketing campaigns
  - 2) Gather and share insights from Leadfeeder website analysis tool
  - 3) Collaborate to monitor brand consistency
  - 4) Collaborate to continuously increase success of brand awareness
  - 5) Collaborate to create strategies for delivery of appropriate content at various stages of the client's (prospect's) journey
- Social Media Consistency.
  - 1) Manage Social Media calendar / posting
  - 2) Research trends in social media marketing to help increase Client Savvy's reach
- Work with Marketing Director on CXps Annual Conference to include:
  - 1) Printing materials (agenda, badges, speaker information, etc)
  - 2) Assist on-site at CXps (based on available schedule)
  - 3) Follow up phone calls to answer questions / provide information related to the event

### **Compensation:**

This is a part-time (10 – 15 hours/week) position with an hourly rate based on experience.

### **Skills Description:**

The Successful Candidate will possess:

- Background in marketing or related coursework.
- Working towards a Bachelor's degree, or equivalent, is required
- Comfort level with working independently.
- High level of self-motivation with strong character and ethics.
- Ability to interact successfully with all levels of an organization.
- Highly effective communication skills - oral, written, and group.
- Strong interpersonal skills to build rapport with prospective and existing customers as related to attendance at CXps.
- Organizational skills and effective time management to succeed in a semi-autonomous, fast-paced environment.
- Basic office technology knowledge, including Windows, MS Office (Excel), Outlook, and Smart devices.
- Highly organized and detail oriented
- Ability to think outside the box and juggle many different things at once