



Job Title: Sales and Marketing Intern

Reports to: Director of Sales and Marketing

Scope:

The Sales and Marketing Intern will be responsible for supporting the Director of Sales and Marketing and the Business Development Manager by coordinating all sales and marketing related activities and initiatives.

Primary Responsibilities:

- Manage updates to the company's WordPress website
- B2B blog writing with particular emphasis on keyword optimization
- Manage the company's social media profiles, including image and post creation
- Perform substantial lead and market research to better understand potential customers and their industries
- Actively participate in the company's business development function by supporting initiatives in salesforce.com, data.com, and Pardot
- Assist the Director of Sales and Marketing in any other projects as necessary

Skills and Requirements:

- Experienced in Microsoft Office (PowerPoint, Excel and Word).
- Experience in WordPress site management a plus.
- Excellent communication skills, both verbal and written.
- Organized and demonstrate strong attention to detail, effectively prioritize multiple tasks and establish responsible deadlines and personal work plans.
- Professional writing and social media experience preferred.
- Actively pursuing a BS/BA degree in Marketing, Business, Communications, or related field preferred.