

## Intern Request

**Position Title:** Creative Marketing Intern

**Reports to:** Patty Benton

### **Position Description:**

\*This position can be completed 100% virtual.\*

Solopreneur based business, is looking for an intern interested in supporting company in developing and implementing marketing strategies, while learning entrepreneur skills.

This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained experience in various aspects of marketing a successful business, as well as working with a team to achieve expected end results.

Some of the responsibilities will include (this position will be shared with 1 - 2 other interns, so one applicant is not responsible for ALL the tasks on this list and for this position ☺):

- Autoresponder development, delivery, and tracking, along with creative thinking in ways to make more effective
- Ezine/Newsletter development, delivery, and tracking, along with creative thinking in ways to make more effective
- Maintaining blog postings
- Support with article marketing
- Research & reach out to organizations within target market for speaking & sales opportunities
- Implement social media marketing plan – including creating Fan Page on Facebook, updating SM profiles, and helping pull together content for posting
- Website maintenance through Wordpress (Wordpress training/prior experience a plus)
- Monitor website traffic and conversion and complete keyword research and analysis
- “Punch-up” and maintain up to date web content to make it SEO friendly as well as stand-out and entice visitors
- Manage affiliate program by creating promotional material, developing copy that affiliates can use to promote products, connect with affiliates, answer questions/provide support
- Maintaining Shopping Cart by adding products, keeping products up to date, and implementing shopping cart links and sign-up forms onto website
- Write & submit press releases
- Create a master list of places to speak to and how to submit speaker package
- Assist with creating any presentation materials for speaking engagements
- Follow up with presentation attendees after event and enter new leads into the main database, as well as follow up with attendees to give them more information about the products/services they expressed interest in
- Follow up with organization to schedule another time to come back or a “paid” return
- Draft teleclass announcement, reminders, follow up emails related to teleclass and include important information such as bridge line, date/time, time zones, teleclass topic, teleclass protocol,
- Post audio recordings to website for sale & follow up with registrants with audio recording information and other follow up details
- Help in the development of written and audio products – from research, layout, editing to publishing
- Draft sales pages and messages and post to site
- Transcription of audio products

<p><b>Educational/Skill Requirements:</b></p> <ul style="list-style-type: none"> <li>• High to advanced knowledge of Microsoft Word and Excel, PowerPoint (Publisher &amp; Adobe Photoshop a bonus)</li> <li>• Social Media marketing experience</li> <li>• WordPress experience a bonus</li> <li>• Collaborating ideas &amp; making decisions while recommending and implementing courses of action</li> </ul>	<p><b>Ideal Candidate Description:</b></p> <p>It's essential that applicants be creative, self-directed, and comfortable in taking initiative in creating and implementing ideas, as well as have the ability and desire to think outside the box and come up with new solutions towards overall company objectives and find new results-oriented solutions. Intern must be articulate, <u>dependable</u> and committed with an entrepreneurial spirit.</p>
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<p><b>Internship Details:</b></p> <ul style="list-style-type: none"> <li>• Primary role will be to support company in developing and implementing marketing strategies.</li> <li>• Interns are required to work a minimum of 10 hours/week, and some weeks during launches may work 20+ hours with a minimum 6-month commitment to role</li> <li>• Access to own office, high-speed internet, computer, and additional equipment and software necessary to complete all assigned tasks</li> <li>• Weekly Team meetings (1 – hour)</li> <li>• Monthly Internship meetings (to learn and discover from one another, 1 – hour)</li> <li>• Unlimited long distance services are recommended, as all conference calls are financial responsibility of Intern</li> <li>• Professionalism is expected in all communications on behalf of Patty Benton</li> </ul>	<p><b>Internship Benefits:</b></p> <ul style="list-style-type: none"> <li>• Access to the full Building Your SUCCESSFUL Business program</li> <li>• Structured learning and support from Patty Benton (and your team members) in building your own business</li> <li>• Mastermind Business Building Membership</li> <li>• Knowledge, experience, and practice in a supportive team environment</li> <li>• Working with a team of highly skilled and motivated professionals</li> <li>• Ability to discover and learn new resources in a supportive learning environment</li> <li>• Feedback and suggestions to improve personal skill level</li> <li>• Testimonials and recommendations as earned</li> </ul>
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<p><b>Application Steps:</b></p> <ul style="list-style-type: none"> <li>• Read more about our internship program and this position at <a href="http://www.pattybenton.com/internopportunity">www.pattybenton.com/internopportunity</a></li> <li>• <u>Completely</u> fill out our brief application you can download from <a href="http://www.pattybenton.com/internopportunity">www.pattybenton.com/internopportunity</a></li> <li>• We will contact you within 1 business day to let you know the status of your application and to set-up an interview if your application is accepted.</li> </ul> <p><b>IMPORTANT NOTE:</b> <i>This position has many unpaid benefits of training, skills gained, professional experience, and so much more, but it is an <u>unpaid</u> monetary internship.</i></p>
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