

J-1 Intern: Sales Operations Assistant (Reward Salad)

Description

Internships are available for students interested in learning about and gaining experience in event marketing at Reward Salad business team with award winning event marketing campaigns. Interns will assist in the management of campaigns and programs, including event planning, execution and administration. Strong organization and communication skills are required for this internship. The ability to work with groups and a passion for action sports, music, fashion or other reward/loyalty culture is a strong plus.

Responsibilities:

- Coordinate online marketing and advertising campaigns via website and social networking sites
- Help build and implement online marketing campaigns with guidance from management team.
- Report metrics of online marketing campaigns and user engagement.
- Work with website developer for landing pages and opt-in pages related to all campaigns.
- Develop and measure company's ad campaigns on Facebook, Google, LinkedIn, Twitter
- Work with Operation team on web site activities as it relates to marketing and sales.
- Develop email campaigns.
- Generate content for the campaigns' goals and strategies.
- Work with staff to develop new ways to promote products and services.
- Use Google Analytics to determine impact of marketing campaigns.
- Cold call if necessary to set appointments for sales staff.
- Update CRM /Salesforce Database when needed.
- Data entry for new account, support MO process/CS when needed.
- Other sales & marketing duties as assigned.

Requirements:

- Provide links to social networking profiles to demonstrate interest and knowledge
- Possess skills in writing, presentation, interpersonal relations, and customer management
- Must have a firm understanding of how to access and use the internet. Ability to demonstrate knowledge, experience, and use of sales & marketing knowledge.
- Candidate should have reviewed to be transported website and be prepared to discuss how they can improve our marketing efforts.
- Some experience working with online ads on Facebook and Google.
- Be able to explain some or all of the following types of Internet Marketing techniques: display advertising, search engine optimization, search engine marketing, social media marketing, email marketing, referral marketing, affiliate marketing and inbound marketing.

Benefits:

- Dental, Vision, Life Insurance, Accrued Paid Vacation/Paid Sick Leave, and Paid Holiday