



Marketing Agency Internship Job Descriptions

VP of Operations- VP of Operations is responsible for performing administrative and entry-level duties such as conducting research, staying in contact with members of INIE, updating records, attending meetings, and keeping track of all sales related data. The VP of Operations will be overseeing two sales interns and reporting on the Operations team's progress.

Sales Intern- Sales Interns form part of the Operations team. They may assist the VP of Operations by performing administrative and entry-level duties while they gain experience. Sales Interns conduct research, make calls and send emails, update records, attend meetings, and help maintain client relationships, among other tasks. Their main goal is to bring INIE new customers while maintaining our current members.

VP of Finance- Finance Interns gain practical experience in the constantly growing field of finance. Regular duties and responsibilities for finance interns include generating and analyzing reports, taking notes during meetings, preparing statements, entering data, and assisting with audits. VP of Finance oversees the Accounting Intern and assist with their duties with reporting on the Finance team's success.

Accounting Intern- Accounting Interns have the opportunity to learn and gain first-hand experience in the Finance department of INIE. They help perform research, prepare financial reports, and assist with reconciling accounts and other duties, as needed. Accounting intern will be working with the VP of Finance.

VP of Digital Marketing- The Digital Marketing Intern is responsible for implementing INIE's overall communications and marketing plan -- focusing specifically on digital communications -- to build awareness about INIE within the community, and to increase event attendance, member sales, and INIE's social media reach.

Social Media Intern- The Social Media Intern will ensure INIE's customers have the latest information about our brand and upcoming events. The Social Media Intern is a part of the digital marketing team. The intern helps the VP of Digital Marketing to identify, conceptualize, design and execute campaigns to boost engagement, educate and inform your audience about products and services and company programs. A Social Media Intern will post to community calendars, develop and distribute text and video-based content, monitor social media channels through Hootsuite and support promotional and marketing efforts.

Graphic Design Intern- The Graphic Design Intern is responsible for providing support for all of INIE through a variety of channels, print, digital, web, video and other as assigned. The Graphic Design intern will report to the Digital Marketing Director and will assist with the development and design of graphics, logos, event materials and a variety of other creative tasks as assigned.

Website Design Intern- Web Design interns will work directly with the VP of Digital Marketing in the development and completion of all web design needs for internal and external marketing campaigns and customer needs. The Website Design Intern will also be assigned various website updates utilizing Memberclicks for our own website and customers. A passion for design is crucial for this position as this role will involve building creative concepts, designs, and layouts using current and emerging trends.

VP of Communications- The Communications Intern is responsible for providing administrative support to the team and will bring fresh ideas to the table when it comes to engaging our audiences through a variety of channels. The VP of Communications will oversee the Content Writer/ Newsletter Intern and the Advertising Intern and assist with their tasks while reporting on the team's progress.

Content Writer/ Newsletter Intern- Content Writers produce relevant content for our customers websites, blogs, emails, articles, promotion videos, and social media platforms. They create content that is specifically crafted to capture the attention of a particular target audience. The Content Writer will report to the VP of Communications.

Advertising Intern- The Advertising Intern will report to the VP of Communications and assist with all business needs related to advertising support with an emphasis on outbound marketing communications. They will be creating advertising content such as logos, graphics, and advertising campaigns for INIE customers/ members as well as our own brand.