

JOB TITLE: Marketing Intern, Spring 2018

EMPLOYER: CWRU Office of Corporate Relations and Strategic Initiatives

DESCRIPTION: This is a **PAID** on-campus internship. The Marketing Intern will have primary responsibility for assisting in creating a distributive system of marketing ideas, strategies and material that will effectively communicate and deliver institutional value for the CWRU Office of Corporate Relations.

The marketing intern is 2 to 14-month internship, beginning immediately, with an expected commitment of at least 10 – 15 hours each week.

ESSENTIAL FUNCTIONS (including but not limited to):

- Create and optimize marketing materials.
- Create and deliver corporate newsletter content, social media content white papers, proposals, and speaking proposals.
- Deliver content via Webpage, LinkedIn, Twitter, email, or direct mail.
- Coordinate and deliver email campaigns.
- Develop marketing communications campaigns as needed.
- Develop fresh story ideas displaying the value proposition and return on investment.

QUALIFICATIONS & REQUIRED SKILLS:

- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment.
- Strong verbal and written communication skills required.
- Must have excellent interpersonal skills and follow-up skills.
- Proactive problem prevention and issue resolution leadership ability.
- Leadership potential.
- Proficiency in Microsoft Word, Excel, Internet, and Outlook required.
- Ability to work independently and as part of a team.

REQUIRED SKILLS:

- Experience in Microsoft Office Suite Applications is required; experience with creating web content video presentations, data collection and analysis a plus.
- Must be able to handle multiple task.
- Must demonstrate a high level of customer service and the ability to work with students, faculty, and staff.

Diversity Statement

In employment, as in education, Case Western Reserve University is committed to Equal Opportunity and Diversity. Women, veterans, members of underrepresented minority groups, and individuals with disabilities are encouraged to apply.

TO APPLY:

Send (i) your resume and (ii) a brief statement of interest directly to Erica Paythress (exp164@case.edu), Coordinator of Corporate Relations.

