

CCA GLOBAL PARTNERS 2017 SUMMER INTERNSHIP

MAY 22 – JULY 28



MARKETING COMMUNICATIONS

As our **Marketing Communications Intern**, you will work closely with our **savings4members** Marketing and Savings Consultant Teams to develop engaging content for our Social Media channels, facilitate marketing events, and assist with proactive member outreach and new marketing initiatives. The **savings4members** division is unique because we focus solely on business-to-business (B2B) marketing through our offering of discounted business services to member businesses of various cooperatives, associations and franchises.

DAY TO DAY PROJECTS:

- Collaborate with team members to create, write and execute a content calendar for all social media platforms, including blog and newsletter postings
- Proofread, edit and send test messages in the final preparation of marketing material
- Support the marketing staff in planning and executing events
- Engage with member businesses via phone to review program offerings
- Analyze target-specific markets for vendor partners
- Assist with developing the brand for our new HR & Hiring program, Acquire
- Research key contacts for our new Drive initiative

EXPERIENCE AND/OR SKILLS YOU HAVE A KNACK FOR:

- This is marketing, of course strong written and verbal communication skills are needed!
- Building relationships and working effectively with others is a no-brainer.
- Break out the planner – you should be organized and super comfortable with project coordination as well as time management to meet deadlines.
- If you're going to demonstrate strong sales skills, obviously you need to be incredibly outgoing.
- What student isn't a whiz in Microsoft Office?! But, experience in Adobe products such as Photoshop or InDesign would be kind of awesome, too!

EDUCATION:

You should be currently enrolled in an accredited college or university pursuing a degree in **Marketing** or **Communications**.