

# CCA GLOBAL PARTNERS 2017 SUMMER INTERNSHIP

MAY 22 – JULY 28



## MARKETING

As our **Marketing Intern**, you will work closely with the **Flooring America, Flooring Canada, Floor Trader, and International Design Guild Marketing Teams** developing engaging content for our member stores and working with our national spokesperson on digital media assets.

### DAY TO DAY:

- You'll create and coordinate content by building a library of before and after photos, blog content and newsletter content
- You'll assist in the final preparation of outbound creative and marketing materials including proofreading, editing and sending test messages
- You'll track social media data to help determine effectiveness
- You'll assist the SVP of Marketing & Advertising with marketing and pitch presentations for multiple departments

### PROJECTS:

#### Designer Video Content

- Support marketing teams in the build out of a library of video content for Flooring America Flooring Canada Designer, Jennifer Bertrand from HGTV Design Star, and Mark Brunetz, Spokesperson for Design for a Difference

#### Cause Marketing:

- Clean media coverage and member support for our cause-related program, Installing Happiness. Build out website pages on members' microsites to support their causes

### 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.

### EDUCATION:

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