



Marketing Specialist

Reports To: Office Coordinator/Managing Director

The North Texas Entrepreneur Education and Training Center is looking for an enthusiastic marketing intern to join our team. As a marketing intern, candidate will lead and implement marketing campaigns beneficial to the growth of the NTEETC. This candidate will aid the center in capturing surrounding market interest through methods of branding and community engagement. Candidate will provide creative ideas to center leadership to help achieve projected center goals. This candidate will participate in duties concerning developing and implementing marketing strategies essential to the growth of the NTEETC.

Responsibilities

- Develop marketing, advertising and promotional activities (i.e. social media, direct mail and web)
- Collect quantitative and qualitative data from marketing campaigns to present to center leadership
- Research methods to increase center traffic and participant engagement
- Develop creative content for center distribution and delivery
- Assist Office Coordinator with management and upkeep of company database and customer relationship management systems (CRM) as needed
- Provide assistance to center leadership as requested
- Prepare promotional presentations as requested
- Help organize marketing events

Requirements

- Strong desire to learn and grow in the Entrepreneurial sector
- Maintain a high level of professionalism
- Proficient understanding of various marketing methods and techniques
- Exceptional verbal and written communication skills
- Excellent knowledge of MS Office and all of its products
- Familiarity with marketing computer software and online applications (e.g. CRM tools, Online analytics and Google Ad-words, SEO, etc.)
- Passion for the marketing industry and its best practices

Rate of Pay

\$13-\$18 per hour based on experience