

# MARKETING amp STRATEGY INTERN



Location **Washington**  
<https://www.genclassifieds.com/x-634272-z>



K-Will Communications is an up-and-coming PR company that provides public relations, writing and speaking agent services to entrepreneurs and entertainers.

## REQUIREMENTS:

- Pursuing a Bachelors Degree in Marketing
- Possess excellent written and verbal communication and customer service skills.
- Possess creativity, flexibility, variety, and growth potential.
- Should be open-minded, a fast learner, enthusiastic, and adaptable.
- Understand cost-reduction principles and how to implement goals.
- Possess skills at assessing issues, defining solutions, and implementing strategy.
- Perform well in environment that values leadership, efficiency, dependability, and organization.
- An innovative self-starter with problem solving skills, creativity, ambition, and a strong work ethic.
- Possesses skills in writing, presentation, interpersonal relations, and customer management.
- Performs well in environment that values creativity, flexibility, and variety.
- Exhibits personal qualities, such as open-mindedness, enthusiasm, and adaptability.
- Prefers challenges, fast pace, new ideas, future focus, and unstructured environment.

## RESPONSIBILITIES:

- Research and analyze competitor marketing and sales materials.
- Create signage, newsletters, email campaigns, online promotions, etc.
- Write effective copy, excelling in correct spelling, punctuation, and grammar.
- Develop and distribute press releases, press kits, and marketing materials.
- Collaborate with relevant departments assigned to develop and execute appropriate marketing strategies.
- Develop and execute social media strategy with a focus on growth of fan base online.
- Develop and execute online advertising and advertising campaigns.
- Collaborate with internal departments on projects and assignments.
- Demonstrate interest in social media and how media and communication strategies can continuously engage the online community.
- Provide support to social media efforts to target new audiences.
- Provide links to 1-6 social networking profiles to demonstrate interest and knowledge.
- Assist with trade shows and special events to promote company and increase attendance.
- Collaborate on team presentations for clients.



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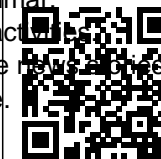
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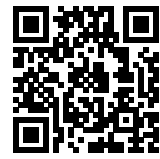
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- Organize and collect progress reports.
  - Monitor project calendar, ensuring project is on schedule and in budget.

**SKILLS:**

Required - Mac & PC platforms, AP style writing, Copy Editing, Spelling, Punctuation, English grammar, Online Social Networking, B2B Marketing

Preferred - Graphic Design, Adobe Photoshop, Adobe Illustrator, Public Relations Skills, Market Research, Competitive Analysis

**TASKS:**

Newsletter Campaign Projects

Social Media Projects

Research (market, competitive, media, event)

Media relations - research, list management and some outreach (with training)

Calendar and File