



Internship Job Description for Upward Mobility Scholar Applicants

The Upward Mobility internship program provides meaningful opportunities for students in the field of employee mobility while providing a rich pipeline of diverse talent for industry employers.

Name of Hosting Organization:

Premia Relocation Mortgage

Internship Role Title:

Marketing Intern

Number of roles available:

1

Available to College Students (2023/24 School Year). Select any that may apply):

Junior

Senior

Work Location & Office Covid Protocols is applicable (select any that may apply):

All virtual

Mission of Program:

The Upward Mobility Program provides meaningful opportunities for students in the field of employee mobility while providing a rich pipeline of diverse talent for industry employers.

Internship Work Address:

3 St. Philip Street
Corsham, Wiltshire, SN130FS

If the applicant doesn't reside in the local area is your company willing to provide relocation assistance?

No relocation support provided

Hourly Wage Rate

\$15.00

Anticipated Start Date:

Monday, June 10, 2024

Anticipated End Date:

Friday, August 16, 2024

Total Number of Weeks for the internship:

9

Total Number of hours per week the intern is expected to work:

20

Workday starts at: (start time or flexible) 8a ET

Workday ends at: (start time or flexible) Flexible

Hiring Manager's Name/Title: Sheila McKell

Hiring Manager's Email: sheila.mckell@premia-rm.com

Mentor's Name /Title: Sheila McKell

Mentor's Email: sheila.mckell@premia-rm.com

Host Organizations website:
www.premiarelocationmortgage.com

Internship Summary:

Join us for a sizzling summer adventure as a Marketing Intern! We're on the lookout for a savvy, creative, and energetic individual to dive into the world of marketing with us. As our part-time intern, you'll be the mastermind behind some seriously cool campaigns, social media shenanigans, and other top-secret projects (okay, not really top-secret, but they're pretty awesome). Bring your A-game in creativity, a knack for hashtags, and an infectious enthusiasm for making things trend. This gig is perfect for someone with a passion for marketing, a love for summer vibes, and a desire to soak up knowledge while soaking up the sun. Apply now, and let's make this summer the hottest one yet! 🌞📈 #MarketingMagic #SummerInternFun

Essential Responsibilities of this role:

1. Social Media Management:
 - Create, curate, and manage engaging content across various social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram).
 - Monitor social media channels for industry trends and competitor activity.
 - Implement social media campaigns to increase brand awareness and engagement.
2. HubSpot Sales and Marketing Hubs:
 - Assist in the setup and optimization of HubSpot tools for sales and marketing automation.
 - Support the management of customer databases and ensure data accuracy.
 - Work on lead generation and nurturing campaigns using HubSpot features.
3. Website Support:
 - Collaborate with the VP of Marketing and sales team to update and maintain the company website.
 - Assist in creating and optimizing website content to improve user experience and SEO.
 - Monitor website analytics and provide insights for continuous improvement.
4. Content Creation:
 - Contribute to the creation of marketing collateral, including blog posts, articles, and promotional materials.
 - Ensure that all content aligns with the brand voice and messaging guidelines.
 - Collaborate with team members to gather information for content creation.
5. Competitive Analysis:
 - Conduct market research and competitive analysis to identify trends and opportunities.
 - Compile and analyze data on competitors' marketing strategies, products, and positioning.
 - Provide insights to the marketing team for strategic decision-making.

Skill Development Opportunities:

Communication Skills

Interpersonal Skills

Teamwork

Time Management

Creativity

Adaptability

Work Ethic

Knowledge and skills required for this role:

Qualifications:

- Currently pursuing a degree in Marketing, Business, Communications, or a related field.
- Strong written and verbal communication skills.
- Familiarity with social media platforms and trends.
- Basic knowledge of HubSpot Sales and Marketing Hubs is a plus.
- Ability to work independently and collaboratively
- Detail-oriented and organized, with excellent time management skills.

What does success look like for the intern at the end of the summer?

Benefits:

- Gain hands-on experience in a dynamic marketing environment.
- Opportunity to work closely with experienced professionals in the field.
- Develop a diverse skill set in social media, marketing automation, content creation, and competitive analysis.
- Exposure to real-world marketing challenges and opportunities.

Company Specific Training for Intern:

Training will be provided for social media management, HubSpot Sales and Marketing Hubs, website support, content creation, and competitive analysis.

Prepared by: Sheila McKell

Prepared by email: sheila.mckell@premia-rm.com

Date: Thursday, December 21, 2023

Mentor's Name /Title: Sheila McKell