



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:

Dwellworks

Internship Role Title:

Marketing Intern

Internship Category

Marketing

Number of roles available:

1

Available to College Students (2024/25 School Year). Select any that may apply):

Sophomore

Junior

Senior

Work Location (select any that may apply):

Flexible/hybrid- The role can be a combination of virtual and in-person(must be able to come into office location on agreed upon days)

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:

1317 Euclid Ave
Cleveland, Ohio, 44115

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

\$18

Anticipated Start Date:

Monday, June 9, 2025

Anticipated End Date:

Friday, August 15, 2025

Total Number of Weeks for the internship:

10

Total Number of hours per week the intern is expected to work: 40

Workday starts at: (start time or flexible) 9:00am

Workday ends at: (start time or flexible) 5:00pm

Hiring Manager's Name/Title: Taylor Reniff, Recruiter

Mentor's Email: laura.ziemianski@dwellworks.com

Mentor's Name /Title: Laura Ziemianski, Marketing Director

Mentor's Email: laura.ziemianski@dwellworks.com

Host Organizations website:
<https://www.dwellworks.com>

Internship Summary:

Join Dwellworks, a global leader in relocation services, as a Marketing Intern for Summer 2025! This internship offers hands-on experience in content creation, campaign management, market research, and event support. You'll collaborate with a dynamic team in a supportive and innovative environment, contributing to meaningful projects while honing your digital marketing skills.

Essential Responsibilities of this role:

- Create content for social media, email campaigns, and marketing platforms.
- Conduct market research and competitor analysis.
- Support event planning and digital marketing strategies.
- Ensure brand consistency across materials.
- Analyze campaign performance to inform strategies.

Skill Development Opportunities:

Communication Skills	Problem Solving Skills	
Interpersonal Skills	Teamwork	
Time Management	Creativity	Adaptability
Work Ethic		

Knowledge and skills required for this role:

- Marketing Basics: Understanding of branding, digital marketing, and audience targeting.
- Creativity: Ability to create engaging content.
- Organization and Detail: Effective time management and attention to detail.

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

By the end of the internship, success will be reflected in the intern's meaningful contributions to Dwellworks' marketing initiatives, such as producing engaging content, supporting well-executed campaigns, and driving measurable outcomes like increased audience engagement or streamlined processes. The intern will have strengthened their skills in market research, campaign performance analysis, and digital marketing tools while fostering creativity and strategic thinking. They will have taken ownership of projects, collaborated effectively within the team, and built professional confidence. Equipped with a portfolio of impactful work and a clear understanding of marketing dynamics, the intern will leave with valuable skills and experience, ready to advance their career in marketing.

Company Specific Training for Intern:

Orientation & Onboarding -Introduction to Dwellworks' mission, structure, policies, and tools.

Product/Service Knowledge -Understanding Dwellworks' services, target audience, and market differentiation.

Brand & Marketing Guidelines -Overview of brand voice, visual identity, and maintaining consistency across materials.

Proprietary Tools- Training on CRM, project management, and analytics tools like HubSpot.

Process Training -Guidance on content creation and collaboration.

Compliance & Legal Guidelines -Understanding data privacy, GDPR, and intellectual property rights.

Soft Skills & Professional Development -Tips for effective communication, time management, and navigating company culture.

Feedback & Performance Measurement -Setting goals and acting on constructive feedback for growth.

This training ensures the intern is well-prepared to contribute effectively while aligning with Dwellworks' culture.

Other information:

Why Dwellworks?

-Work alongside experienced marketing professionals who value mentoring and collaboration.

-Enjoy a hybrid work model blending in-office experiences at our Downtown Cleveland HQ with remote flexibility.

-Be part of a relaxed, creative workplace that fosters growth and connection.

Kickstart your marketing career with us! Apply now to join Dwellworks for an exciting and impactful summer internship.

Prepared by: Taylor Reniff

Prepared by email: taylor.reniff@dwellworks.com

Date: Wednesday, December 4, 2024