

ADAPT

Marketing Intern

Title: Marketing Intern

Reports to: Marketing Coordinator

Pay type: internship

Pay range: n/a

Shifts: TBD

Internship Summary:

The Marketing Intern is responsible for aiding the marketing coordinator in planning, developing, and implementing the company's overall marketing strategy and plan in order to support and improve online presence and the overall marketing efforts. They strategically plan with key players at ADAPT, content that is necessary to capture upcoming events, specials, or consistent social media postings on all platforms. This job focuses on capturing the community that ADAPT has worked so hard on building and making sure we show the community through content all ADAPT has to offer.

Key Responsibilities:

- Assist in the design and production of marketing materials, including fliers, brochures, and other promotional items, ensuring they are in line with our brand guidelines.
- Contribute to the creation and scheduling of engaging content for various social media platforms, including but not limited to Facebook, Twitter, Instagram, and LinkedIn.
- Support the development of advertising materials for online and offline campaigns.
- Collaborate with the marketing team to brainstorm and implement innovative marketing strategies.
- Help in organizing and coordinating marketing events and campaigns.
- Conduct market research and analyze trends to identify new marketing opportunities.
- Assist in tracking and analyzing the performance of marketing campaigns and strategies.

Qualifications:

- Currently enrolled in a Bachelor's or Master's program in Marketing, Communications, Graphic Design, or a related field.
- Strong understanding of marketing principles and a passion for the marketing industry.
- Proficient in graphic design software (e.g., Canva, Later) Google drive.

- Excellent written and verbal communication skills.
- Creative, with an eye for design and detail.
- Ability to work collaboratively in a team environment as well as independently.
- Knowledge of social media platforms and analytics tools is a plus.
- Eager to learn and take on new challenges.

What We Offer:

- Hands-on experience in a fast-paced marketing environment.
- Opportunity to work on a variety of projects and contribute to the success of our marketing initiatives.
- Mentorship and guidance from experienced marketing professionals.
- A collaborative and inclusive work culture.

If you are a creative and motivated individual looking to gain valuable experience in the marketing field, we would love to hear from you!

How to Apply:

Please send your resume, a cover letter, and any relevant portfolio pieces (if applicable) to info@trainadapt.com. Ensure your application materials demonstrate your skills and passion for marketing.

ADAPT is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.