

APPENDIX B:

Sample Job Description

Position: Marketing Assistant

Location: New York, New York

Term: 6 week internship

Start: July

About Us: XYZ Company is an international creative agency. We are looking for interns who have a desire to learn about Marketing, Social Media, Public Relations and Sales.

The main responsibilities are:

- Assist new business team in preparation for business development meetings and follow-ups
- Research target clients and keep our existing client database up to date
- Update and design marketing collaterals; assist with management and upkeep of marketing and promotional materials
- Help with preparation of website projects and case studies
- Support execution of social media strategy and generate content for Instagram and Facebook
- Propose and lead content generation for weekly blog posts
- Stay on top of industry trends by contributing to weekly company newsletter
- Attend industry events with the team

Personal skills and attributes:

- 0-1 year of experience (including internships) in a junior level position with strong communication skills and attention to detail
- Excellent computer and time management skills
- Outgoing personality, problem solver and self-starter
- Quick learner, highly motivated, resourceful and well organized