

# WPT Power Corporation

## Sales & Marketing Intern

<b><u>DEPARTMENT:</u></b> Marketing	<b><u>EFFECTIVE DATE:</u></b> 10-18-2019
<b><u>REPORTS TO:</u></b>	<b><u>WRITTEN BY:</u></b> Human Resources
<b><u>STATUS:</u></b> Non-Exempt	<b><u>APPROVED BY:</u></b> Vice President

### ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Support Marketing Manager with daily administrative tasks
2. Assist with Social Media activities
3. Assist with development of SEO (Search Engine Optimization) and PPC (Pay Per Click) strategy
4. Perform market research on competition
5. Collect quantitative and qualitative data for marketing campaigns
6. Help distribute marketing material
7. Prepare promotional presentations
8. Assist with organizing marketing events or tradeshow
9. Collect and enter data into CRM (Customer Relationship Management) Software

### EDUCATIONAL OR SKILL REQUIREMENTS:

1. Desire to learn with strong professional drive
2. Excellent verbal and written communication skills
3. Understanding of marketing techniques
4. Basic mechanical aptitude
5. Current enrollment in related BS degree

### PHYSICAL REQUIREMENTS:

Sitting, standing, stooping, and occasional lifting up to 50 lb may be required. Repetitive hand movements and visual ability to complete office work at a computer are required.

### GENERAL:

This job description indicates the general nature and level of work expected of the employee. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities required of the employee. The employee may be asked to perform other duties as required.