



Marketing Communications Intern

Address: 10845 N. Buntrock Ave., Mequon, WI 53092

Department: Marketing

Supervisor: Lisa Kolpin
262-238-8088, Ext. 1052
lkolpin@fast-soft.com

Wage and Hours:

\$14 / hour

12 – 16 hours / week

Work Schedule

Work to be performed Monday – Friday during the hours of 7:30 a.m. – 4:30 p.m.
Specific schedule to be mutually agreed upon between Supervisor and Intern

Position Synopsis: The Marketing Communications Intern will be responsible for developing marketing content to promote the company's maintenance management software products. Through this experience, the Marketing Communications Intern will learn about the maintenance management industry and gain exposure to FasTrak's writing processes.

Essential Functions:

- Perform keyword and topic research
- Write content for blog articles, customer case studies, and web pages around relevant search terms to maximize organic website traffic
- Incorporate relevant calls to action to engage prospects and maximize lead generation
- Add and maintain website content within WordPress
- Post content to social media platforms
- Monitor social media activity
- Collaborate with internal product experts to understand the intended message, gain industry and product knowledge, and ensure effectiveness and accuracy of content
- Collaborate with team members to receive and provide feedback on writing
- Interview customers to write about their experiences using FasTrak software

Qualifications:

- Currently enrolled in an undergraduate program with a Marketing; Journalism, Advertising, & Media Studies; English; or related focus
- Written communication skills
- Verbal communication skills
- Ability to work independently, as well as with others
- Willingness to learn and receive feedback from others
- Organizational skills with the ability to multitask, prioritize projects, focus on details, and meet deadlines
- Proficiency with Microsoft Office Applications

Internship Program Goals:Technical Skills

- Intern will be able to apply skills and knowledge of promotional marketing, writing processes, and search engine optimization to future writing projects.

Writing Skills

- Intern will be able to apply writing experience to future writing projects.

Effective Communication Skills

- Intern will be able to meaningfully articulate how experiences outside of the formal classroom deepens their understanding of fields of study and broadens their points of view.

Teamwork and Interpersonal Skills

- Intern will be able to adjust to different working styles of others.

Critical and Creative Thinking Skills

- Intern will be able to adapt and apply skills, abilities, theories, or methodologies gained in one situation to new situations to solve difficult problems or explore complex issues in original ways.