



**Marion Body Works, Inc.
JOB DESCRIPTION**

JOB TITLE: Marketing Intern

STATUS: Active

REPORTS TO: Taylor Gut

DATE: Summer 2022

POSITION SUMMARY

Marketing Intern is responsible for supporting the Marketing Manager in all the marketing, brand strategy, and lead generation for all product lines under the Marion name. This position will also assist with apparel and promotional item acquisition and allocations.

ESSENTIAL DUTIES AND RESPONSIBILITIES INCLUDE THE FOLLOWING. OTHER DUTIES MAY BE ASSIGNED.

1. Execute brand guidelines for Marion marketing initiatives.
2. Proactive support of tradeshow, events, and company meetings.
3. Assist in overseeing all social media platforms, creating new content across all channels.
4. Maintain website pages and dealer portal under guidance of Marketing Manager and Director of Sales and Marketing.
5. Graphic design collaboration with marketing team.
6. Work directly with the Marketing Manager on brand strategy and marketing initiatives.
7. Maintain business culture and healthy internal brand including organizing and overseeing company events and apparel acquisition.
8. Execute an outlined summer project determined by Marketing Manager.
9. Present summer project results to a group of Marion employees and community members at the close of the internship.

ADDITIONAL RESPONSIBILITIES

1. Knows, understands, and follows company policies and procedures.
2. Promotes a positive environment, supporting the Marion teamwork concept.
3. Assists marketing manager with special projects as assigned.
4. Regular and reliable attendance.
5. Actively attends and participates in lunch and learn events, and other opportunities within the internship program

MEASURE OF PERFORMANCE

1. Fulfillment of all job responsibilities, by meeting all project timelines and delivering with excellence.
2. Regular, reliable attendance and punctuality.
3. Effective customer-service-oriented performance and professionalism.
4. Ability to communicate effectively (written/oral).
5. Develop good working relationships with customers and co-workers.
6. Projects a positive and professional image of the company.
7. Compliance with Marion rules, office policies and procedures.
8. Integrity regarding confidential and proprietary information.
9. Honesty, fairness, flexibility, and tact. Possession of the trust and respect of co-workers and management.

KNOWLEDGE, SKILLS AND ABILITIES REQUIRED

1. **Education/Training:** High School Diploma
2. **Experience:** Current pursuit of marketing and/or business degree preferred
3. **Requires Skill In:**
 - Knowledge of social media posting and analytics: LinkedIn, Instagram, Facebook
 - Ability to work individually and self-driven projects
 - Organization, prioritization, and time management skills
 - Ability to work under stress to meet project deadlines
 - Possess an attention to detail
 - Professional appearance and demeanor
 - Proficiency in Word, PowerPoint, Excel, Hubspot, Adobe Suite, and Wordpress.

WORKING CONDITIONS

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Work is performed largely in a pleasant office environment.

PHYSICAL REQUIREMENTS

The physical demand described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit and talk or hear. The employee frequently is required to use hands to finger, handle, or feel. The employee is occasionally required to stand, walk, and reach with hands and arms. Specific vision abilities required by this job include close vision, color vision, depth perception, and ability to adjust focus.

EMPLOYEE ACKNOWLEDGMENT

This job description does not state or imply that these are the only duties and responsibilities assigned to the job. Employees may be required to perform other job-related duties as requested by management. All requirements are subject to change over time at the discretion of management, and to possible modification to reasonably accommodate individuals with a disability.

This job description is not an employment contract and does not create contractual obligations. You are an employee "At Will" with the right to terminate employment at any time, for any reason: just as our Company retains a similar right to terminate the employment of any employee.