

Job Title: Marketing Intern
Department: Marketing
Location: Hybrid - On-Campus and Remote
Duration: Semester Based (Fall, Spring, Summer)
Credit Opportunities: Available
Compensation: Paid and Unpaid Positions Available
Weekly Hours: 3-10 hours per week

Value Proposition:

At Text Student Auto, our focus is on empowering college students in their automotive journey. As a Marketing Intern, you will play a pivotal role in driving our mission forward, impacting the lives of your peers, and shaping the future of student automotive experiences. By joining our team, you'll not only contribute to our company's success but also cultivate essential skills and experiences that will propel your future career.

Qualifications:

- Enrolled in a marketing, communications, or related degree program
- Strong passion for marketing, digital media, and content creation
- Excellent communication and interpersonal skills
- Proficiency in social media platforms and content creation tools
- Self-motivated, detail-oriented, and capable of working independently
- Eagerness to learn and adapt in a fast-paced work environment
- Strong teamwork and collaboration skills
- Passion for the automotive or education industry is a plus

Responsibilities:

- Collect and analyze marketing data to make data-driven recommendations for campaign improvements.
- Conduct market research to identify trends, competitor strategies, and growth opportunities.
- Assist in planning and executing marketing campaigns, including content calendars and task coordination.
- Develop engaging content for multiple marketing channels, including social media and email campaigns.
- Coordinate on-campus and off-campus events to promote products and services.
- Establish and maintain partnerships with student organizations and local businesses.
- Collaborate with local community groups for mutually beneficial marketing initiatives.
- Stay updated with marketing trends and suggest their application to our strategies.
- Apply learned marketing concepts to real-world scenarios.

- Gain hands-on experience, receive mentorship, and contribute to marketing strategies and campaigns.
- All other duties as required.

Learning Opportunities:

- Gain hands-on experience in marketing, branding, and content creation
- Develop skills in social media management and digital marketing
- Participate in marketing strategy development and execution
- Learn about industry trends and audience behavior
- Contribute creative ideas to marketing campaigns and initiatives
- Collaborate with marketing professionals and industry experts
- Enhance problem-solving and critical thinking skills
- Opportunity to earn academic credits through your internship, subject to your school's policies

Benefits:

- Work remotely with flexible hours to accommodate your schedule
- Paid and unpaid positions available
- Opportunity to earn academic credits through your internship
- Gain practical experience in marketing and content creation
- Contribute to marketing strategies and initiatives
- Collaborate with marketing professionals and industry experts
- Participate in innovative projects to support college students

Are you ready to dive into the world of marketing, digital media, and content creation? Join Text Student Auto as a Marketing Intern and help us make a difference in the lives of college students while gaining valuable marketing experience. If you're a creative and passionate marketer, we invite you to apply and become a part of our dynamic team.

Please note that due to the high volume of applications we receive, we regret that we may not be able to respond to every applicant individually. Only candidates selected for further consideration or an interview will be contacted. We appreciate your understanding and thank you for considering Text Student Auto as a potential employer.