



Marketing EDGE Summer Internship Program

[The Marketing EDGE Internship Program](#) is designed to recruit a diverse group of students who are interested in exploring a career in marketing. The program is 10-weeks long (June 1 – August 8, with 1 week of education + 9 weeks on the job). The ideal candidate should have a strong academic background, solid technical, quantitative and analytical skills, and excellent communication skills. The program is Nationwide and locations vary each year. **NOTE: There are internships available in Yardley, PA!**

Company Description

[Marketing EDGE](#) is a not-for-profit organization whose mission is to Educate, Develop, Grow, and Employ college students in the field of marketing, [Marketing EDGE](#) provides a wide array of educational programs and resources for students, including scholarships, a marketing challenge competition, awards, education, career information, entry-level and internship job listings, and other learning and career opportunities for students who are interested in marketing careers. For more information please visit www.marketingedge.org.

Job Description

Interns are placed with companies who are changing the landscape of marketing every day through their work in areas like mobile, social, search, and through their innovative use of data. This past summer, participating companies included Publishers Clearing House, 1-800-Flowers, and The Agency Inside, a Harte-Hanks company.

Education

The internship program will begin with a one week intensive marketing program, [Interactive Marketing Analytics Xperience \(I-MAX\)](#) program (June 1 – 5). Interns will be introduced to the world of big data and marketing analytics, what has become the nucleus for today's marketing.

Job Responsibilities

As an Intern, you will be supporting cutting edge integrated marketing strategies, while learning fundamental marketing skills. Responsibilities may include:

- Help with collection and synthesis of quantitative and qualitative data from client marketing campaigns
- Assist with search engine optimization strategies
- Work with various databases
- Assist with advertising and marketing promotional activities including social media, mobile, mail, e-mail, web, telemarketing and print
- Provide competitive research and analysis support
- Draft client communications
- Help maintain company website and social media outlets
- Working on a variety of projects

Qualifications

- Program is open to undergraduate rising juniors and seniors nationwide attending accredited four-year colleges/universities
- Overall GPA of 3.0 or higher
- Previous internship experience a plus
- Strong technical, quantitative and analytical skills
- Outstanding attention to detail
- Ability to organize and manage workload in deadline driven environment
- Proficiency in MS Word, PowerPoint, Access, Outlook; strong Excel and Internet Research skills
- Excellent communication skills (verbal, business writing)
- Experience or curiosity with mobile, social media, digital marketing and other new media

To learn more about the program, click here: [Internship FAQs](#) (<http://www.marketingedge.org/students/marketing-careers-for-students/marketing-edge-summer-internship/faqs>)

To Apply:

- Go to: [Apply Marketing EDGE Internship](#) <http://www.marketingedge.org/students/marketing-careers-for-students/marketing-edge-summer-internship/application>
- Create your profile at www.marketingedgejobs and upload your resume so employers can find you.

Email careers@marketingEDGE.org with any questions. ***Please note that there is no relocation or housing assistance provided with this program***