

Job Description for Three Rivers Manufacturers' Association (TRMA)

Job Title: Marketing Intern
Reports To: Executive Director
FLSA Status: Nonexempt
Hourly or Salaried: Hourly

Job Purpose: To support the marketing and promotion of the Three Rivers' Manufacturers' Association (TRMA). Increase attendance levels of Specialty/Divisional programs and Fall Protection training using new Marketing Automation Platform and other traditional means.

Summary: Established in 1933, TRMA serves the needs of local manufacturers in Will and Grundy counties by promoting manufacturing excellence among its members and improving the general manufacturing climate within the communities we serve.

The Marketing Intern will have the opportunity to learn while coordinating projects and campaigns for marketing products and services of TRMA.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Create new promotional campaigns for Specialty/Divisional programs.
- Utilize MAP (marketing automation platform) to set up and analyze behavior based email.
- Research and contact potential new members.
- Coordinate the install and set-up of website Chat plugin.
- Work with website developer to launch SEO campaign.
- Support the Company's communication efforts with its members and prospective members.
- Maintain and update membership information and database.

Qualifications: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education/Experience: Candidates should be a High School Junior/Senior or higher status with coursework towards Business, Marketing, or Manufacturing. Other coursework may be considered.

Language Ability:

Ability to read, analyze, and interpret sources of data and documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports, correspondence, and procedure manuals. Ability to speak effectively with and respond to questions from individuals from member companies and the general public.

Mathematical Ability:

Ability to calculate figures and amounts such as percentages. Ability to apply concepts of basic algebra.

Reasoning Ability:

Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer Skills:

Windows 10, Internet Explorer, Microsoft Office Suite, and Outlook proficiency and the ability to quickly learn commercial and custom software and website products. Desktop Publishing, Survey Monkey, and experience updating websites preferred. Ability to type 60 wpm.

Other Skills:

Self motivated, self learner, strong time management and organizational skills, and ability to maintain confidentiality.

Supervisory Responsibilities:

This job has no supervisory responsibilities.

Work Environment:

The work environment characteristics described here are representative of those an employee will encounter while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the office work environment is usually moderate.

While performing the duties of this job, the employee is occasionally exposed to outdoor weather conditions. Same-day local travel is required occasionally. A flexible schedule is required.

Date Created: 1/11/2019

Date Last Reviewed:

Date Last Revised: