



Integrated Marketing and Communications Internship Description

Are you a college student interested in all things digital? Do you obsess over content creation and how many people engage with your tweets, watch your Snapchat videos, or like your Instagram photos? Do you like diving into digital analytics? If you're ready to start working with a company to see where your skills fit in a professional marketing team, read on!

Memjet is a dynamic, rapidly growing, technology company positioned to be a global leader in digital inkjet technologies. We make the brains that go inside multi-million dollar printers for companies such as Amazon and Shutterfly. We are seeking a passionate storyteller and content creator, who is equally comfortable writing a 350-blog post as crafting the perfect tweet. Someone who wants experience in Public Relations, Market Strategy, Marketing Automation, and working with a Creative Agency.

This is a unique opportunity for an upper division student who wants to gain exposure on an integrated marketing approach to drive an **in-house** marketing team. This position will report to the Global Marketing Communications Manager. We are looking for someone who's willing to learn 15-20 hours per week.

WHAT YOU WILL BE DOING:

- Conduct market research and explore industry trends to insert key findings in the 2018 content plan
- Assist in creating content for CRM Automation workflows (Google Pardot before your interview)
- Create and distribute new media such as videos, photos, and infographics on social media and through targeted email campaigns
- Shoot and edit Thought Leadership short-form videos
- Suggest and help implement new social media strategies for Twitter, LinkedIn, and Facebook using the marketing automation platform, Pardot
- Manage and connect with Industry Associations to develop co-educational opportunities
- Work closely with the Digital Marketing Coordinator to manage the Memjet blog and content review using WordPress

WHAT YOU GET:

- A chance to work for an innovative company that cares about your personal growth
- Obtain intimate mentorship from a Global Marketing Communications Manager...trust me you will learn a lot!
- Great work environment that is fun, casual, provides complimentary employee meals and has normal working hours. Did someone say organic?
- Experience working with marketing automation platform, Pardot, and lead management system, Salesforce



WHAT YOU NEED:

- Upper division student majoring in Integrated Marketing Communications or Media Studies preferred (will accept traditional marketing major applicants)
- Must be in the San Diego area for the duration of the internship
- Have 3.0 GPA or higher, be currently enrolled Undergraduate Junior or Senior student
- PLEASE NOTE: Unfortunately, we are not able to accept recent graduates into the internship program at this time
- Strong content writing and social media skills
- Prefer video editing and YouTube experience
- Strong Knowledge in Microsoft Excel, Power Point, and Word
- Proactive, self-starter, able to work independently in a fast-paced environment
- Strong verbal and written communication skills
- Create an integrated marketing and communications marketing plan for a new printing application as your final internship project
- Is ready to learn “all things” Integrated Marketing!

Send resumes to: tina.voss@memjet.com (put **Marketing Communications Internship** in the subject line of your email)

Memjet is proud to be an Equal Opportunity Employer. Employment with Memjet is based solely on qualifications and competence for a particular position, without regard to race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability or genetic information.