

JOB DESCRIPTION

JOB TITLE: Marketing & Design Intern
DEPARTMENT: Marketing & Engagement
PEOPLE LEADER: Community Impact Manager

JOB SUMMARY: The Marketing & Design intern assists the team by developing visual assets for internal and external marketing campaigns, including graphic design elements for social media, print materials, email marketing, and website content, while staying aligned with brand guidelines and current design trends.

ESSENTIAL DUTIES

- Create graphics for social media posts, website banners, email marketing campaigns, and print materials.
- Develop visual concepts based on marketing campaign objectives.
- Assist with website and other digital marketing platforms.
- Researching current design trends and industry best practices.
- Contribute to brainstorming sessions for new marketing campaigns.
- Proficiency in design software like Adobe Photoshop, Illustrator, InDesign. PowerPoint, Canva.
- Proficiency in WordPress preferred, but not required
- Collaborate with copywriters on content development.
- Create and share engaging content, including text, images, and videos that promote EASE's brand.
- Utilize graphic design elements to create content that is appealing to potential audience
- Ensure current social media strategy aligns with company goals and values
- Measure the success of social media campaigns using KPIs
- Track social media engagement to identify high-performing ideas and campaigns for scalability.
- Assist with daily administrative tasks.

PROFESSIONAL

- Ability to adapt and work in a fast-paced environment.
- Build and foster an environment of teamwork, integrity, and leadership.
- Communicate, written and verbal, in a manner that is respectful, professional, and polite.
- Demonstrate efficient time management skills by being punctual and reliable.
- Keep one's workstation clean and free of clutter.

WORK ENVIRONMENT

- The physical environment requires the employee to work in an open office setting with regulated temperatures, where many people are on the phone for long periods.

PHYSICAL DEMANDS

- Sitting or standing at a desk, typing, looking at multiple computer screens, and responding to inbound/outbound phone calls, emails, and instant messages throughout the day.
- Occasionally may need to bend, stand, or lift up to 10 lbs.

POSITION TYPE AND EXPECTED HOURS OF WORK

- This position is PART-time. Employees typically work Monday-Friday, for a maximum of 29 hours per week

TRAVEL

- This position would require minimal to no travel.

QUALIFICATIONS**Education**

- Currently pursuing a bachelor's degree in a graphic design, visual communication, or related program.

Experience

- Basic understanding of marketing principles and brand identity.
- Excellent communication and collaboration skills.

Knowledge, Skills, and Abilities

- Proficient in Microsoft Office Suite, Canva, WordPress, design software.
- Ability to effectively communicate and collaborate with cross-functional teams.
- Strong verbal and written communication skills.
- Aptitude with various social media platforms as well as the data tracking tools.
- Organization and time management skills
- Knowledge of marketing strategies, including continuing education of new marketing tactics and tools

Duration of Internship:

The internship will be a part-time temporary opportunity for an agreed upon period of time. The Intern acknowledges and understands that the Company has no obligation to make an offer of employment at the conclusion of the internship. At its discretion, the Company may terminate the internship arrangement prior to the designated end date.

DISCLAIMER: This internship description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.

EQUAL OPPORTUNITY: Ease Logistics Services LLC is an equal opportunity employer. Each applicant will be given full consideration for employment and advancement without regard to race, religion, color, sex, national origin, veteran status, age, or disability.