

## POSITION DESCRIPTION

<b>Position Title:</b>	Marketing/Content Creator Intern	<b>Direct Reports:</b>	None
<b>Department:</b>	Marketing	<b>Classification:</b>	Non-exempt
<b>Location:</b>	Grand Rapids Office, Remote	<b>Approved Date:</b>	
<b>Reports To:</b>	President	<b>Revision Date:</b>	

### Position Summary:

The Marketing/Content Creator Intern will work with the marketing team to develop and create marketing materials and support the company's branding efforts. This is an entry-level position that provides hands-on experience in various aspects of marketing, including content creation, social media support, digital marketing, and organizing company photos and other company and marketing related materials.

### Organizational Values:

Our belief in people leads us to work with project partners that have people at their center. Our company values are:

- Investing in People
- Achieving the Extraordinary
- Serving with Humility
- Finding Fun in Our Work
- Committing Ourselves to Mutual Success
- Fearlessly Exploring
- Striving for Authenticity

### Essential Responsibilities:

- Assist in developing and creating marketing materials across various channels, including email, social media, and digital advertising.
- Assist in conducting market research and analysis to identify trends, customer needs, and opportunities.
- Support the marketing team in creating marketing collateral, including PowerPoint presentations, flyers, brochures, and other materials.
- Assist in monitoring and reporting on the performance of marketing initiatives, including tracking analytics and creating reports.
- Collaborate with the design team to ensure the visual elements of marketing materials are on-brand and visually appealing.
- Assist with managing the company's social media channels, including creating content, scheduling posts, and monitoring engagement.

- Participate in brainstorming sessions to generate ideas for marketing campaigns and initiatives.
- Organize company photo library and other company and marketing related materials.
- Printing, binding, and packaging proposals and presentations for delivery.
- Performs other related duties as assigned.

**Supervision Received:**

Specific Direction: Follows established work procedures. Receives periodic checks for performance. Refers unique questions/conditions to immediate supervisor.

**Supervisory Responsibilities:**

No supervision: No supervisory responsibilities.

**Education & Experience:**

- Currently enrolled in a bachelor's degree program in marketing, communications, or a related field.
- Strong writing skills and ability to create compelling content.
- Demonstrated creative thinking, design ability, and technical proficiency.

**Other Knowledge, Skills & Abilities:**

- Excellent communication, writing, editing, and proofreading abilities.
- Page layout and graphic design capabilities with experience in Canva and the Adobe Creative Suite.
- Knowledge of Microsoft Office Suite (Word, Excel, PowerPoint etc.).
- Skilled in usage of social media platforms (LinkedIn, Facebook, Twitter, Instagram, YouTube, etc.)
- Well organized with attention to detail.
- Ability to handle multiple projects and meet deadlines.

**What is in it for you:**

- Collaborative environment and ability to work with all levels of the organization.
- Variety of work tasks and experiences – no two days will ever be the same!
- Opportunity to gain valuable marketing experience and exposure to help us meet needs.

Are you interested in being part of a collaborative culture with significant opportunities for professional growth? Apply now!

**How to Apply:**

- Please send your resume and cover letter to Maureen Weatherby at [mweatherby@kingscott.com](mailto:mweatherby@kingscott.com)

**Physical Requirements:**

Average Daily Physical Requirements	None	Less than 2 hours	2 to 5 hours	More than 5 hours
Work in stationary position				X
Move about work area		X		
Use hands/fingers to handle or feel				X
Reach with hands and arms		X		
Ascend/Descend (stairs/ladder/etc.)		X		
Bend, stoop, kneel, crouch, or crawl		X		
Communicate with various parties			X	
Detect flavors or smells	X			
Move containers up to 30 pounds	X			
Visual acuity				X
Read and understand written word				X
Drive/Travel			X	
Operate computer and general office machines				X
Operate Machines:	X			
Other:				

**Environmental Conditions:**

Average Daily Environmental Conditions	None	Less than 2 hours	2 to 5 hours	More than 5 hours
<b>Normal office environment:</b> No exposure to extreme heat, cold, noise or chemicals or hazardous equipment.				X
<b>Plant environment:</b> Exposure to dust, oil, various chemicals, and extreme noise.	X			
<b>Warehouse environment:</b> Exposure to extreme temperatures, noise, hazardous equipment, and fumes from trucks.	X			
<b>Travel:</b> Limited exposure to outside elements.		X		
<b>Other:</b>				

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. The Company reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon the Company's at will employment status.