Marketing and Sales Intern

About Us:
Don Johnson Sales has earned the reputation as the area’s #1 retailer of quality trailers and Polaris off road vehicles. In fact, we carry several major brands of trailers and have over 200 units in stock. Our friendly, knowledgeable staff is dedicated to bringing you the highest quality products at the lowest prices. Visit us at http://www.thetrailerplace.com/

Internship Position Description:
The Marketing and Sales Intern will work with staff to coordinate our marketing efforts between the different marketing venues including our website, listing sites, social media, direct mail and video. This is a paid internship.

Requested hours per week: 10-12 hours,

Potential Majors:
Business Administration, Marketing, Communications, Related

Tasks:
1. Work with staff to create digital marketing strategies
2. Complete spreadsheets tracking marketing efficacy
3. Routinely monitor listing sites for accuracy
4. Evaluate effectiveness of current campaigns and make recommendations
5. Create ads for online and offline media
6. Collect and organize data
7. Develop an annual marketing plan and budget

Qualifications/Skills:
1. Experience with SEO, Google AdWords/Analytics
2. Course experience in digital marketing
3. Familiarity in Microsoft Office
4. 3.0 GPA minimum (preferred)
5. Ability to interact with clients and co-workers professionally
6. Good work ethic and timeliness

Benefits to Intern:
1. Gain knowledge of creating and evaluating effective marketing techniques
2. Learn how to operate in a business environment
3. Develop a personal professional marketing portfolio
4. Potential for future employment or references

To Apply:
Send resume, cover letter, & school schedule along with marketing samples to:

Carol: carol@thepolarisplace.com

Don Johnson Sales is an equal opportunity employer.
Marketing and Sales Intern
Reference Marketing and Sales Intern in the subject line.

Please note in your cover letter if you are work-study eligible.

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