Internship Opportunity: Marketing/Communications Coordinator

The candidate considered for the Marketing/Communications Coordinator-Intern (MCCI) position must be self-motivated, innovative, highly organized, customer-service and results-oriented with a positive, can-do attitude. He/She must be able to handle multiple assignments in a fast-paced, team-oriented, entrepreneurial environment. The ideal candidate should have a minimum of 1-3 years of education and/or experience in Marketing, Communications or a related field.

PERFORMANCE REQUIREMENTS (knowledge, skills and abilities)

General Qualifications:
- Solid administrative and organizational skills
- Superb attention to detail and service with excellent follow-through skills to meet client expectations
- Ability to handle concurrent ongoing projects, tasks and deadlines
- Excellent verbal, non-verbal and written communication skills with professional demeanor at all times
- Bilingual preferred (English/Spanish)

In order to excel in this position, the candidate must possess or be willing to learn & excel at:

- **Marketing/Communications, Hispanic Marketing**
  - Knowledge of marketing principals, strategic contribution to the preparation of marketing plans (strategy, tactics) and the subsequent plan implementation.
  - Day to day client deliverables: Display strategic and thought leadership in the preparation of client deliverables including but not limited to POV’s, presentations and program recaps.
  - New Business: Ensure that preliminary and necessary research is conducted that will ensure knowledge about new biz prospect including company history, vision, key challenges, competitors, etc. Be able to transform this information into a clear, concise and well organized format with implications to the group

- **Public and Media Relations**
  - Knowledge of public and media relations principals, leading to the delivery of initiatives according to Agency vision and process.
  - Assist in the delivery of comprehensive Public Relations and Communications tactics including:
    - Media alerts, advisories, releases
    - Pitch to media and other outlets
    - Follow-through

- **Essential Technical Knowledge and Skills**
  - Ensure accurate and timely meeting and event scheduling and preparation. Including but not limited to: research, planning, logistics, presentation materials, transportation, guests, speakers, vendors, etc
  - Technology driven with ability to assimilate new software systems quickly
  - Strong knowledge of and technical skills in PC and Mac programs and design software as demonstrated by portfolio, such as:
    - Microsoft Office products (e.g. Word, Excel, Power Point, Outlook/Entourage)
    - Graphic design software (e.g. CorelDraw and/or Adobe InDesign, Illustrator, Photoshop)
  - Search engine and electronic marketing distribution tools experience (e.g. Constant Contact)
  - Strong sense of the social media landscape and tools (e.g. Facebook, Twitter, and YouTube)

EDUCATION:
Bachelor's degree in marketing, public relations, communications or related field preferred. Direct experience may be substituted for education at the agency's discretion.