



JOB OPPORTUNITY

DATE: March 1, 2017
POSITION: Marketing Intern, e-Commerce Focus
DEPARTMENT: Sales / Trade Marketing
JOB STATUS: Internship, part time [21 hours a week, flexible]
TIME PERIOD: 6 months

RESPONSIBILITIES

- Support initiation, development, and implementation of digital Content Management System (CMS), under direction of Marketing Specialist
 - Help facilitate onboarding of CMS partner and internal process
 - Gather information for set up and communicate progress updates
 - Assist in development of templates for online marketing content
 - Help manage timelines and deliverables with multiple stakeholders
 - Contribute to development of best-in-class online marketing content
 - Research and identify best practices and trends
 - Edit, proof, format, and input product information and copy points
 - Gather existing imagery and assist in direction for creation of new and engaging product, packaging, and lifestyle imagery
 - Help oversee smooth system roll-out, training and trouble-shooting with user base
- Conduct e-Commerce industry assessment and Research online consumer reviews
 - Complete a SWOT analysis of Pilot's presence on key retailer websites versus competition
 - Summarize recommendations for Pilot and key customers to maximize digital presence
 - Gather consumer insights and provide summaries on key Pilot and competitor product lines as directed
- Help optimize Pilot e-Commerce assortments and promotional activity at key retailers
 - Assist Marketing Specialist with strategic retailer-specific projects to curate assortments, launch new items, and promote social media activity
 - Support development of online promotional activity throughout the Back-to-School season
- Assist with other projects and support as needed

SKILLS AND ABILITIES

- Excellent verbal and written communication
- Highly organized with ability to adapt quickly to changing priorities
- Proficiency with Microsoft Office
- Ability to think creatively
- Hardworking and enthusiastic personality