



Marketing Intern

JOB SUMMARY

The Marketing Intern will support the daily operations of AgAmerica's Marketing department by facilitating and executing tasks related to omni-channel advertising, internal communications and training, environmental scanning and competitor analysis, customer journey research and reporting, and metric tracking. To be considered for this position, the individual is expected to have a broad and well-developed understanding of modern-marketing strategies and a desire to work in a hands-on, fast-paced environment.

JOB DETAILS

Department: Marketing
Office Location: Lakeland, FL
Start/End Date: December 2020 – May 2021
Work hours: 16-24 per week (2-3 full days)

This is a paid internship; however, students must provide their own housing and transportation. Business related transportation and expenses will be paid by the organization.

JOB RESPONSIBILITIES

- Supporting the Marketing department in day-to-day administrative tasks
- Assisting in the fulfillment of outside marketing requests for the purpose of external/internal consumption
- Assisting in marketing and communication activities across multiple platforms, such as digital and print
- Coordinating package fulfillment for the AgAmericaShop.com and serving as support for promotional inventory management
- Assisting in the planning and organization of events, such as:
 - Tradeshows
 - Company celebrations or parties
 - Training sessions
- Researching, writing, and editing content for internal and external audiences, and contributing to social media networking and engagement
- Managing updates to company-related CRM data
- Collaborating with the Content Development Coordinator and Inbound team in researching content and sales tactics to drive lead generation and conversion strategies

REQUIRED QUALIFICATIONS

- Working towards a bachelor's degree in marketing, communications, or related discipline
- Detail-oriented and highly organized individual with the ability to manage and execute projects
- Proficient with MS Office

CORE COMPETENCIES

- Eager to learn different marketing strategies and projects
- Comfortable in a high-growth, fast-paced environment
- Strong interpersonal and communication skills, highly-motivated and proactive
- Solution-oriented mindset
- Ability to demonstrate good attitude, energy, and effort

AGAMERICA MISSION



AG AMERICA LENDING

- To know the farmer.
- To counsel the farmer.
- To provide a financial structure that allows the farmer to thrive in good times and to sleep well during tough times.
- To celebrate the critical role of the farmer in America, and to champion all that the American farmer represents in a changing world.