

## Marketing Internship: Marketing/Web Assistant

Redleaf Press, a nationally known publisher of books for early childhood professionals located in St. Paul, Minnesota, is accepting applications for non-paid internship programs during the fall and spring semesters and for the summer. The program is designed to expose the intern to all areas of book publishing, including design, production, marketing, sales, and customer service, with a major emphasis in internet marketing.

### Qualifications, Knowledge, Skills, and Experience

Qualified candidates will be enrolled in an academic degree program in Marketing, Design, or related field. Experience using the internet. Knowledge of database, word processing, and spreadsheet application packages. Excellent organizational and communication skills, including strong writing skills, required. Demonstrated ability to work collaboratively but able to handle independent projects as needed.

### Essential Job Functions

This position is responsible for assisting with the development of Web-related marketing activities and providing other general support for the marketing department.

1. Review and update Web copy/graphics for Redleaf Press products.
2. Assist with the development of Facebook site for Redleaf Press.
3. Assist Direct Marketing/Online Specialist with various internal and external requests, preparing mailings, and completing other clerical/administrative tasks as required.
4. Oversee and update entries to customer databases and on-line sales tools.
5. Assist with the design and production of convention materials, such as signs and sales sheets.
6. Assist in the preparation of marketing plans, advertising pieces, and other events as needed.
7. Assist Marketing team by supporting all efforts.

### Application Submission

Submit the following electronically:

- a cover letter explaining your interest in the internship and your career goals
- a résumé outlining your education and work experience
- a letter of recommendation from your academic advisor

**Send to: Eric Johnson, Marketing Manager**

**EJohnson@RedleafPress.org**