

DETAILED JOB DESCRIPTION

Promotions and Marketing Intern

Organization: Redleaf Press

Category: Public Relation and
Marketing

Organization Summary:

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 marketing, sales and promotions.

Job Title: Promotions and Marketing Intern

Location: Little Canada

Deadline: 3/15/2010

Qualifications, Knowledge, Skills, and Experience

Qualified candidates will be a junior or senior enrolled in a Bachelor's degree program in marketing, business, English, journalism, liberal arts, early childhood education, or a related field. Strong writing, communication, and organizational skills are a necessity. Excellent computer skills, including Word, Excel, and PowerPoint are desired. Ability to work collaboratively and manage multiple independent projects is required.

Primary Duties and Responsibilities:

Conduct market research to determine viability of direct marketing campaigns, customer needs analysis

Compile customer database utilizing customer research

Provide support for data management projects, and complete special projects to support multiple state quality rating programs.

Help identify new marketing opportunities for new product acquisitions

Develop and prepare proposals in response to customer requests

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: Inga Weberg, Sales Manager

iweberg@redleafpress.or