

## **Marketing Internship**

### **Marketing 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 marketing.

### **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.

### **Essential Job Functions**

This position is responsible for assisting with the development of marketing and promotional materials, supporting sales activities and providing general administrative support for the marketing department.

1. Provide administrative support by responding to various internal and external requests, preparing mailings, and completing other administrative tasks as required.
2. Assist Marketing Manager in maintaining files and records; updating databases; general word processing; correspondence; making travel arrangements; and requisitioning payments expenses.
4. Oversee and update entries to customer databases and on-line sales tools.
5. Assist with the coordination of convention details, including scheduling and generating book lists and promotional materials.
6. Act as a liaison for marketing manager; answer questions from editors, authors, vendors, customers and operations.
7. Assist in the preparation of marketing plans, advertising pieces, and other events as needed.

### **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: Joanne Voltz, Marketing Manager**

**[jvoltz@redleafpress.org](mailto:jvoltz@redleafpress.org)**