Title: Corporate Marketing Intern (Part-Time)
Location: Murray Hill, NJ
Job Type: Co-op/Internship
Compensation Type: Hourly

Job Description:
Corporate Marketing is responsible for a variety of global and corporate services including
Advertising, Branding, Corporate Identity, Global Website Strategy, Social Media, Events,
Customer Programs and Project Campaigns.

BARD is seeking a motivated summer intern who can help support our corporate marketing
efforts. The right candidate will have excellent communication and organizational skills.

Primary Responsibilities:

Website:
- Develop and conduct competitive website analysis
- Participate in project of creating new global website strategy
- Write and edit website content

Social Media:
- Develop and conduct competitive social media analysis
- Work with outside agency on developing social media strategy including process
  for submission, execution and posting management
- Maintain Facebook and LinkedIn editorial calendar
- Post content to Bard Facebook, LinkedIn and YouTube channels

Trade Shows:
- Manage trade show logistics including show ordering, logistics, coordinating
  shipments, and communication with show attendees

Corporate Archives:
- Inventory materials for inclusion on company archives
Marketing Materials:

- Assist in the final preparation for marketing materials; proofread, editing, posting on websites, and mailings

Value Analysis Newsletter:

- Participate in edit board conference calls
- Write item for newsletter
- Edit newsletter

Customer Communications:

- Assist in distributing customer communications for company projects

Additional projects:

- As required

Qualifications:

- Outlook, Word, Excel, PowerPoint knowledge
- Strong interpersonal skills
- Strong writing skills
- Ability to handle multiple projects
- Ability to communicate effectively
- Strong organizational skills
- Knowledge of and experience with popular social media channels included but not limited to Facebook, YouTube, LinkedIn, Twitter, etc.
- 2nd or 3rd year marketing or communications major

Application Instructions:

Please apply online at: https://jobs-crbard.icims.com/jobs/9104/corporate-marketing-intern-%28part-time%29c-summer%29/job

About the Organization:

C. R. Bard, Inc. (NYSE: BCR) is a leading multinational developer, manufacturer and marketer of innovative, life-enhancing medical technologies in the fields of vascular, urology, oncology and surgical specialty products, employing over 13,000 people around the world. Founded in 1907, we pioneered many devices that are now the cornerstones of modern healthcare.

For more than 100 years, C. R. Bard, Inc. has committed its resources to creating innovative products and services that meet the needs of healthcare providers and patients. BARD is a leading
multinational developer, manufacturer, and marketer of innovative, life-enhancing medical technologies in the fields of urology, oncology, vascular, and surgical specialties. BARD commits its people and resources to technological innovations, constantly pursuing new ideas, inventive solutions, and imaginative approaches for improving quality outcomes, enhancing safety, and lowering the cost of care.

We expect the highest levels of quality, integrity, service, and innovation from our employees – on the job and in the communities in which we work and live. In return, we foster an environment where individuals are treated with fairness and respect, and feel valued, acknowledged and rewarded. Bard is a M/F, Disabled and Vet EEO/AA Employer.

*Be Your Best at Bard – and ultimately, you can have an impact on the lives of people around the world.*