Sony Electronics

Title: Jr. Marketing Coordinator

Location: Park Ridge, NJ

Job Type: Co-op/Internship

Compensation Type: Hourly


Job Description:

Sony Professional Solutions Americas (PSA) is looking for an enthusiastic and self-motivated intern. Sony is strongly focused on the voice of the customer and our products line is designed to inspire the end-user; the ideal candidate should be customer-focused and think outside the box.

This internship is an opportunity to learn alongside industry experts who are as comfortable data-crunching market segments numbers as they are delivering live presentations to the production community. If you are a marketing genius with a passion for videography, or a director of photography who always wanted to understand market segmentation, Sony is the place to spend your summer.

The candidate is required to have a strong mix of product and marketing knowledge. A strong knowledge of MS Excel, data mining engines, Adobe creative suite, and core video production skills are a strong asset.

Some of her/his daily activities will include:

- Analyze market results;
- Review supply and demand forecast;
- Document social media response;
- Modify PPT and internal training material;
- Help create storyboard and production script for training videos;
- Audit reseller websites for compliance;
- Participate in marketing collateral creation;
- Support the Marketing and Product Managers in their daily efforts.

Sony Professional Solutions Americas is an intricate part of a global organization. As such the candidate should expect his/her schedule to be flexible; collaborative work with colleagues located in various time zones is expected.
This internship is a tremendous opportunity to build a strong marketing and product foundation within the ranks of a global leader in the production industry. Expect to put your academic knowledge to work in the real world.

Intern will be working on Salesforce.com CRM system to update sales leads, cleanup database and help align marketing email campaigns. Will also support the logistical planning and execution of a National Road Tour with email marketing, invites, appointments and budget concerns dealing with travel and locations.

**Qualifications:**

- Database Management skills
- Statistics
- Time Management
- Must possess strong written and oral communication skills along with strong interpersonal skills
- Solid presentation skills are also needed.
- Good computer skills in Microsoft Word, Excel and PowerPoint required
- Must have strong organizational skills and work well in a fast-paced environment
- Must be able to effectively work both independently and in a team environment

**Application Instructions:** Please submit resume to career center for review and officially apply on the Sony Job Site:


This position is for the summer with the option to extend into a work-study position for the fall of 2016 and beyond.

**Disclaimer Information:**

Sony Electronics is an Equal Opportunity Employer that values employees with a broad cross-cultural perspective. We strive to create an inclusive environment, empower employees and embrace diversity. We encourage everyone to respond.