iCIMS

Title: Prospect Marketing Intern

Location: 90 Matawan Rd, Matawan, NJ 07747

Job Type: Summer Co-op/Internship

Compensation Type: Hourly  Wage: TBD

Start Date: 6/6/2016  Close Date: 8/26/2016

Job Description: Are you a driven college student who enjoys marketing analytics and working with digital advertisers? iCIMS is looking for a Marketing Intern to join our Prospect Marketing team. This fast-paced and dynamic team develops, reports, and optimizes digital campaigns towards prospective customers by increasing automation within Pardot and SalesForce CRM systems.

Primary Responsibilities:

- Working primarily with the Prospect Marketing Communications team that is responsible for driving lead generation through email campaigns, webinars, event registration, and more
- Creating email copy that is tailored to our multiple verticals and business audiences
- Supporting and maintaining positive relationships with external marketing vendors
- Reporting on key business metrics to determine success of marketing campaigns
- Assisting in researching new advertising vendors that will drive lead generation
- All interns are encouraged to share ideas and actively participate in weekly marketing meetings

Qualifications:

- Candidates who are current Juniors or Seniors with full time availability during Summer 2016 (June- August) will be given first preference
- Must be pursuing a Bachelors or Master’s Degree during the time of the internship (Summer 2016)
- Preferred majors include Marketing, Communications, and Business Administration
- Ideal candidates are bright, analytical, self-motivated, punctual, detail-oriented, resourceful, and strong communicators.
- Must have strong writing skills and basic knowledge of email marketing
- Microsoft Excel proficiency is required, previous internship experience is a plus
- This is a paid internship with hands-on training and responsibilities

Application Instructions: To apply, please visit our website: https://careers.icims.com/jobs/1691-Prospect-Marketing-Intern-%28Summer-2016%29

Disclaimer information: iCIMS is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, or disability status, or any other characteristic protected by law.