ASU Department of Psychology Marketing Intern:

**Description:**

We are looking for an enthusiastic marketing intern to join our Department of Psychology marketing department and provide creative ideas to help achieve our goals. You will have some administrative duties, but will focus primarily on learning skills to assist with developing and implementing marketing strategies. We are beginning a process of revitalizing the Department of Psychology on social media, specifically Instagram and Linkedin and will begin a large scale SEO optimization project to improve site traffic and search-ability.

As a marketing intern, you will collaborate with the marketing manager and business team in all stages of marketing campaigns, including with University events. As an intern, you will learn skills through doing projects and training with new tools. This is not intended to be an administrative position.

This internship will help you acquire marketing skills and provide you with knowledge of various marketing strategies. Ultimately, you will gain broad experience in marketing and should be prepared to enter any fast paced work environment, and will be especially well versed for the nonprofit world.

Additionally, you will be taught basic photography and video editing techniques, as well as basic graphic design techniques.

*IMPORTANT: This is an unpaid position, and is intended to fulfill PSY 484 requirements. You must be a Psychology Student in junior standing and maintain a GPA above 2.7. Total Hours Required 120 (minimum).*

**Responsibilities**

* Collect quantitative and qualitative data from marketing campaigns, website data and social media
* Perform market analysis and research on competition/competitor programs
* Support the marketing manager with tasks as they arrive
* Assist in marketing and advertising promotional activities (e.g. social media, direct mail and web)
* Prepare promotional presentations, building signage
* Help distribute marketing materials
* Manage and update company database and customer relationship management systems (CRM)
* Help organize marketing events

**Requirements**

* Strong desire to learn marketing techniques and skills
* Basic understanding of marketing terminology
* Excellent verbal and written communication skills/Excellent knowledge of MS Office
* Basic familiarity with marketing computer software and online applications (this will be taught as well)
* Current enrollment in a related Bachelor’s or Master’s degree
* Strong sense of independence to tackle projects as they arise

**Contact Rob Ewing to apply:**Robert.ewing@asu.edu