

## **BRLlNT || MARKETING INTERN**

### **Time requirement:**

16 hours per week (minimum)

### **Salary:**

\$15/hr (undergraduate)

\$17/hr (graduate)

### **Reports to:**

Marketing Director

Brllnt's summer internship is a hands-on learning-by-doing experience. We value quality and creativity, so we only offer limited, paid internship experiences.

As an integral member of the Brllnt marketing team, we will train you in our process and assign a broad range of client-facing projects. You will support the development, implementation, and execution of strategic marketing initiatives, guided by our mission and goals, for Brllnt and our clients. You will collaborate with our marketing and graphic design teams in all stages of marketing campaigns. Day-to-day tasks include research, social media support, and content drafting.

This internship will help you improve your writing abilities for social and editorial platforms, approach social media with both a human perspective and data-driven mindset, and increase your knowledge of marketing strategies across print, digital, and social. Ultimately, you will gain broad experience in marketing within a fun, supportive, and fast-paced work environment.

### **Requirements:**

- Must be able to work in our office during internship hours
- Excellent writing and communication skills
- Understanding of social and digital communication tools
- Basic understanding of traditional and emerging marketing channels
- Ability to think creatively and innovatively
- Interest in analytics and the use of metrics to support decisions
- Stay up-to-date with the latest trends, technologies and methodologies in writing, marketing, and communications (bonus: design!).

### **You'll Love It Here If:**

- You're organized, focused, and communicative.
- You are curious and open to new ideas. You are constantly reading, listening, and watching the world around you for inspiration and guidance.
- You welcome feedback and strive to always be improving.
- You're committed to creating work that's f\*cking brilliant.

**Responsibilities include (but not limited to):**

- **Content Development and Management**
  - In support of the Marketing team, you will participate in the development of marketing strategies and content calendars
  - Write draft content for blog, press release, social, and marketing content as needed for each project and tasks
  - Draft email copy into Mailchimp, set up surveys in Typeform, as needed
  - Manage content deadlines and needs
  - Supporting Marketing team with ad campaigns
- **Social Media Engagement, Schedule, Execution**
  - Audience listening and engagement
  - Identify key influencers and existing conversations to participate in
  - Content research and drafting
  - Support the execution of content and digital ad campaigns
  - Reporting on metrics
- **Marketing Strategy and Development**
  - Audience research
  - Media research
  - Promotional item research and production management
  - Brand and competitor research
  - Channel research
  - In support of the Marketing team, you will contribute to brand/campaign strategy and development

**ETC.**

At Brllnt, we believe in the ever-changing, ever-evolving, and ever-growing - both for our clients in design and marketing and for our team members. As part of our team, we will encourage you to pursue your interests, contribute to brainstorming sessions, attend events, and expand your role and responsibilities to fit your growth.

We will have a midterm performance review where we will discuss strengths, areas for improvement, and growth opportunities. At the end of your internship, we'll review and celebrate your successes and identify areas for continued learning. You will be asked to write a blog post reflecting on your experience, elaborating about something you learned or presenting a project for the world to see.