

## Marketing Intern

We are looking for a qualified intern to join our marketing department, one that can participate in various stages of print and online marketing campaigns and public relations. This intern should be prepared to work in a team environment, and will finish the internship having gained experience in various aspects of marketing. Ideal candidate is an undergraduate student in the Durham-Chapel Hill-Raleigh area who is majoring in marketing, advertising, or a related field. This person should have excellent verbal and written communication skills, with extensive knowledge of web and social media.

### Responsibilities may include:

- Assist in the creation and distribution of marketing materials, both print and online.
- Modify/edit existing content and design based on direction from staff, and add new content to the website.
- Seek and analyze competitor marketing and sales materials both on and offline.
- Provide support to social media efforts.
- Work with our CRM system and various data lists to organize and clean up customer contact information.
- Draft client communications, content for blogs, website, and social media.
- Help with collection and synthesis of quantitative and qualitative data from client marketing campaigns.
- Assist with event management including assisting with research, logistics planning, pre- and post-show.
- Assist with general reporting and administration duties.

### Desired Qualifications:

- Current college student (or recent graduate) studying communications, advertising, marketing, or a related field.
- Hard worker, organized and detail-oriented.
- Creative, graphic design experience helpful.
- Working knowledge of Microsoft Suite (Word and Excel in particular).
- Working knowledge of Adobe Creative Suite.
- Solid written and verbal communication skills.
- Highly motivated individual that can work well with others and independently.
- Strong interest in learning about all aspects of marketing, including events, partnerships, digital advertising, and offline marketing (print, direct mail, etc.).

### Employment Details:

- Full-time paid internship (30-35 hours weekly); 3-month/6-month opportunity.  
Will work with intern to provide academic credit if applicable.
- Reports to Director of Marketing and Sales.
- Work location: Durham, NC
- On the job training will provide orientation to the company's products, services, and sales process.
- May include 5-10 days of travel

### About ShopBot Tools, Inc.

We design & manufacture CNC (computer numerically controlled) routers used in professional manufacturing, DIY making, and educational settings. Our mission is to make the empowering nature of digital fabrication technology accessible and affordable to anyone with the desire to make. Some 8,000 ShopBot Tools are at work around the world. ShopBot Tools, Inc. is an equal opportunity employer.

[www.shopbottools.com](http://www.shopbottools.com)

Interested candidates, please send your cover letter, resume, and salary requirements to [HR@shopbottools.com](mailto:HR@shopbottools.com)  
No calls please.

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