



Position Description Marketing and Business Intern

Position Title

Marketing and Business Intern

Position Description

The team member will be responsible for developing, maintaining and implementing company marketing efforts to include print, digital media, website, flyers, briefings, blogs and whitepapers that support branding, lead generation and sales.

Essential Responsibilities

Marketing and Business Intern Responsibilities

- Developing and implementing a digital marketing campaign to promote the company's emerging e-business service.
- Enhancing brand awareness within the digital space such as maintaining company website as well as driving website traffic and acquiring leads/customers
- Utilizing web analytics tools to measure site traffic to better optimize overall campaigns, email marketing, social media and display and search advertising
- Develop metrics to evaluate individual marketing campaign element effectiveness
- Producing blogs, web content, marketing literature for print and other collateral
- Develop collateral for conferences, business development meetings and publications
- Produce content, edit and proof technical documents, reports, proposals and literature
- Provide administrative support to management and project leaders
- Navigate decision-making based on the core values of the company, maintaining professionalism at all times
- Plan and complete work in a manner that reflects commitments to and support achievements of quality, environmental, and occupational health and safety goals
- Work on tasks and projects efficiently, independently, and effectively; exercise professional judgement
- Creatively identifying opportunities for innovation in each project
- Demonstrate clear and effective written and oral communication skills. Able to effectively complete reports and task documents that meet the ASG Team Member Handbook writing requirements
- Maintain currency in relevant job knowledge to ensure ability to execute your responsibilities successfully



Alliance Solutions Group Inc.

- Qualifications/Requirements**
- Education: Bachelor's degree in related field
 - Experience: Minimum of 2 years' experience in related field
 - Proficient in reading, writing and speaking the English language

Additional Eligibility Qualifications

ASG will only employ those who are legally authorized to work, and eligible for a DoD security clearance. Any offer of employment is conditional upon the successful completion of a background investigation and drug screen. Ability to travel frequently throughout the year and work beyond normal business hours when required to complete essential responsibilities.

Physical Demands Must Be Able to:

- Travel occasionally on various modes of transportation.
- Lift and carry minimum 25 lbs. frequently
- Able to climb/ squat/ bend/ kneel / twist / turn / reach above shoulder
- Sit extended period of time
- Utilize computer keyboard (type) and accessories repetitively and for extended periods

Work environment:

Generally works in an office environment. Occasionally may be required to perform job duties outside of the typical office setting, i.e. field

Other

Ensures that all tasks are performed in accordance with the company's ISO 9001/14001/18001 compliant Quality System Procedures.

The statements included in this job description are intended to reflect in general the duties and responsibilities of this classification and are not intended to be interpreted as all inclusive