



Boyd Corporation Job Description

Job Title: Marketing Specialist (Internship)

Department: Marketing
Reports To: Amie Jeffries
FLSA Status: Exempt
Prepared By: Amie Jeffries
Prepared Date: October 1, 2013
Current Pay: \$15/hr
Hours: 3-4 days/week, 8am-5pm but flexible with school schedule

SUMMARY

Works under the direction of Marketing to conduct key research and analysis activities supporting business development, strategic direction and revenue/profit growth. Located at Corporate Headquarters in Modesto, CA.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

Understand core product characteristics, how products are used by key customers and use this knowledge to support business development initiatives. Analyze market segment potential, profile sales opportunity by industry, profile current and potential customers, identify development target companies and recommend to Marketing management suggested qualified target development lists.

Research competitive market landscape for core products / commodities. Present findings to Sales and Marketing management including key international players, estimated market share and pricing structures.

Create and maintain social media accounts (Facebook, Twitter, etc) uploading provided content, routing/coordinating social media conversations/inquiries. Support consistent brand image throughout all social media activities.

Support product development activities by creating technical documentation and sales collateral drafts.

May support web development activities by drafting visual and technical writing content.

Participate in the maintenance of a customer database.

QUALIFICATIONS To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE Final year bachelor degree candidates with a concentration in Sales or Marketing or Master of Business Administration candidates;

LANGUAGE SKILLS Ability to read, analyze, and interpret common scientific and technical journals, financials, and product/industry information. Ability to effectively present information to Marketing and Sales management.

COMPUTER SKILLS Proficient using Microsoft Office business software programs such as Word, PowerPoint, and Excel and Adobe business software programs such as Illustrator and Photoshop.

MATHEMATICAL SKILLS Ability to calculate figures and amounts such as discounts, interest, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

REASONING ABILITY Ability to define problems, collect data, establish facts, and draw valid conclusions.

CERTIFICATES, LICENSES, REGISTRATIONS Must have a valid driver's license.

PHYSICAL DEMANDS The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee frequently is required to walk. The employee is occasionally required to stand, reach with hands and arms, and taste or smell. The employee must occasionally lift and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

WORK ENVIRONMENT The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts, fumes or airborne particles, toxic or caustic chemicals. The noise level in the work environment is usually moderate.

Deadline to apply: Open until filled

How to apply: Email resume to Amie Jeffries, Director of Marketing at ajeффries@boydcorp.com.