



## **Marketing Internship Job Description**

**Position:** The Marketing Intern assignments will support the Marketing Director assisting with marketing and public relations of Canadian Lakes Property Owners Corporation directives. The position is located in Canadian Lakes, Michigan.

**Staff Contact:** Jessica Slendak, Marketing Director

**Hours:** Minimum 24 hours per week. Prefer intern commit to at least eight hour blocks of time in office.

**Compensation:** Unpaid Internship. Will work with intern to provide academic credit if applicable.

**Responsibilities:**

- Support director in overall duties of executing overall marketing plan of the Canadian Lakes Property Owners Corporation including and not limited to the following.
- Write advertising copy for use by publication, broadcast or internet media.
- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
- Write concise articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
- Support community partnerships.
- Read copy or proof to detect and correct errors in spelling, punctuation, and syntax.
- Assist in the planning the contents of publications according to the publication's style, editorial policy, and publishing requirements.
- Provide support in planning and implementation of trade show exposure.

**Skills Needed:** Detail oriented. Creative, graphic design experience helpful. Punctual, honest and dependable. Proficient in Microsoft Word, PowerPoint, Excel, Publisher and Photoshop. Excellent written and verbal communication skills.

**Application Instructions:** Submit the following documents by e-mail to contact person listed below (in the Memo please write "Application for Marketing Intern"). Current resume, cover letter and contact information (no calls please).

Send email to:  
Jessica Slendak,  
Marketing Director  
jslendak@clpoc.org