Middle Tennessee Marketing  
Marketing Intern  
Cookeville

About  
Middle Tennessee Marketing offers digital marketing to small businesses in the local community. We achieve this through web design, social media marketing, search engine marketing, and print marketing. We work closely with small startups to help them develop and implement marketing strategies.

Intern roles and responsibilities  
A marketing intern would be a great fit for my company. The main scope of work would be active involvement with the development of marketing plans, writing ad copy, executing marketing strategies, monitoring marketing campaigns, analyzing the data behind the campaigns to improve future marketing efforts and writing reports for clients on the effectiveness of campaigns. Additionally, we would expect an intern to be actively involved in the execution, management, and monitoring of current marketing efforts for Middle Tennessee Marketing. We would love to be able to foster creative marketing thinking and would welcome new ideas shared by our intern.

Required qualifications  
Social media knowledge and excellent verbal and written communication skills are the most important skills we require. Working knowledge of Google’s products, such as Docs, Sheets, and Drive, would be an important skill as well. We are happy to provide on-the-job training for the majority of what we do, but the ideal candidate should be a quick learner with an aptitude for new digital platforms.

Preferred skills  
Experience in hosting client meetings, public speaking, an eye for design, or any graphic design experience would all be nice skills for a candidate to have. However, these are not necessary for an intern to succeed in this position.