Survature
Marketing Insights and Sales Specialist Intern
Knoxville

About
Survature is the pioneer of Behavior Enabled Surveys (BES) which captures three-dimensions of information to show not only what people are saying but also what they're thinking. Our platform provides data faster and with visualizations never before seen in insights solutions. Through our proprietary AnswerCloud™ technology, we can collect behavior data that uncovers people’s top-down attention - revealing their true priorities through more engagement, deeper insights, & better analytics.

Our team consists of some of the most talented UT academics, MBAs, programmers, and designers in the area. We are changing the business world by enabling decision-makers to prioritize the key factors and steps they need to take after uncovering answers to their most pressing questions. We believe that when business professionals effectively use their time, resources, and energy they can fundamentally improve how they manage decision risks and find their 'why'.

Intern roles and responsibilities
Following a complete brand refresh and website redesign in Q1, this position will work directly with Survature’s Director of Business Development and Chief Experience Officer in launching new marketing and sales initiatives to generate awareness and to uncover potential new clients. The anticipated scope of work and deliverables during the internship will include the following:

- Provide recommendations in expanding content marketing and social media outreach.
- Work with creative team on designing lead magnets to drive website traffic.
- Assist in building out Survature’s marketing calendar through the end of 2020.
- Attend scheduled Education Series events and networking meetings with Director of Business Development as needed.
- Research and recommend possible new workflows and sequences to maximize usage of current CRM system (HubSpot). Especially as it relates to lead capture and client conversion.
- Work any leads captured from the Survature website through the qualification process before handing off to Director of Business Development.

Required qualifications
- Critical Thinking
- Self-Starter/Independent Thinker
- Problem Identification and Solution Oriented
- Communication Skills
- Business Writing Skills
- Analytical and Creative Skills
- Organizational Skills
Preferred skills

- Sales/Business Development Experience
- Basic Understanding of Data Analytics
- CRM System Experience (HubSpot preferred)
- Content Marketing and/or Social Media Experience