Vendor Registry
Data Analysis & Marketing Intern
Knoxville

About
Vendor Registry is a growing SaaS company that is redefining the way local governments spend trillions of dollars because we believe better purchasing builds stronger communities. By replacing paper-based and manually-intensive processes with easy-to-use and automated workflows online, we’re making our schools, cities, and counties more efficient. 425 local governments across 25 states and over 50,000 businesses now use Vendor Registry.

What’s different?
Interns have real responsibilities, work with and learn from senior management, and enjoy seeing the tangible impacts of their efforts on company growth. Plus, no dress codes or time clocks here. Flexible hours and work from anywhere.

Intern roles and responsibilities
We would like a self-starting intern to help us turn data into customer insights, customer insights into go-to-market tactics, and tactics into growth. As an intern (and whether you have direct experience or not), you’ll learn to critically assess important data, query the data from the database, and then organize and visualize the data. Our intern will also augment existing data with market and competitive research, customer interviews, and new data sourcing (public and premium). Our intern would then leverage the insights he/she helped generate by creating and implementing new sales, marketing, and success campaigns. Last, our intern will track, analyze and report the results.

Required qualifications
Data is a critical component of all areas of a business, but it does not take a trained data analyst to leverage data. However, it does take someone that is curious and will act upon that curiosity, especially without much guidance. Thus, a desire to learn and apply new things is a must. A strong intern candidate also has advanced knowledge of Excel and/or another professional data analytics tool. An intern needs to be comfortable communicating (written and verbal) with peers as well as senior management and is not afraid to ask questions. Data requires an attention to detail - a must-have for an intern. Last, an intern must be self-starting and accountable to deadlines and deliverables as much of the work will be remote.

Preferred skills
Big props if you have the ability to create and run database queries. (If not, you need the confidence to learn!) Experience with some professional CRM system, like Salesforce or Hubspot, will be helpful. Experience creating and/or managing email, paid search, social media SEO, etc., campaigns would be huge. Last, you’ll go far if you’re organized, take good notes and manage your time and projects well. Oh, if you can do any graphic design or at least know the basics of Photoshop, you’ll be a hero.