

Job Description: Marketing Intern

Objective: A high-energy and ambitious Marketing Intern will assist the marketing team in the development and execution of marketing goals, with an emphasis on coordinating and staffing events, and on active community outreach. Success is based on execution of events and classes.

Status: Part time, hourly position
Lead level.
Reports to: Social Media and Event Coordinator.
Location: Rochester, minimum 4 months, maximum 9 months.

Responsibilities:

Excellence in customer service is our primary goal. No other task should ever come before serving our customers.

- I. **Customer Service**
 - a. Make 'going the extra mile' the standard – do everything in your power to make our shoppers leave happy and with the products and information they were seeking.
 - b. Approach daily work and customer service with a sense of urgency.
 - c. Provide top quality customer service with internal and external customers, including staff, board members, vendors, shoppers and general public
 - d. Show responsiveness during in-person, phone and electronic communications, prioritizing work according to critical business needs
 - e. Represent the PFC brand in the store and at events
 - f. Exhibit professionalism and positivity in attitude toward internal and external customers
- II. **Classes, Events, and Demos**
 - a. Coordinate and execute PFC sponsored classes, events, and in-store demos under the direction of the Social Media and Event Coordinator,
 - b. Communicate with marketing team to promote classes, events, and demos across multiple platforms.
 - c. Maintain a professional working relationship with vendors and venues.
 - d. Execute and attend PFC sponsored classes, in-store events, and outreach opportunities. (ex. Thursdays on First, Art on the Ave, etc.)
- III. **At the direction of supervisor**
 - a. Plan and coordinate PFC sponsored classes, events, and in-store demos.
 - b. Staff and execute PFC sponsored classes, events, and in-store demos.
 - c. Communicate with marketing team to promote classes, events, and in-store demos across multiple platforms.
 - d. Maintain a professional working relationship with vendors and venues.
- IV. **General Marketing**
 - a. Support the marketing team in daily administrative tasks.
 - b. Assist in marketing and advertising promotional activities including signage, emails, social media content, web updates, etc.
 - c. Create and maintain tracking reports of digital and traditional marketing promotions.
 - d. In-store support in the distribution of marketing materials.
- V. **Perform other tasks assigned by the Marketing Director.**

Qualifications

Current enrollment in a marketing or related BS program.
Strong desire to learn along with professional drive.
Self-motivated, enthusiastic, and a willingness to learn.
Understanding of different marketing techniques and trends.
Excellent verbal and written communication skills.
Ability to absorb and retain information quickly.

Ability to work well with others in a cooperative environment where teamwork and communication is essential.

A valid driver's license and ability to lift up to 50 lbs.

Flexible work schedule that accommodates evening or weekend obligations, with availability of Tuesday, Thursday, and Saturday.

Demonstrated ability to prioritize, execute, and follow through on commitments.

Revised 4/2019