

Marketing Internship

About

Eye of the Day Garden Design Center in Carpinteria, CA specializes in high end, quality European and American garden décor. We carry an unparalleled variety of Italian, Greek, and French terracotta as well as fountains, outdoor patio furniture, and more. Eye of the Day caters to private consumers, as well as landscape, design, and architecture firms from around the world.

www.eyeofthedaygdc.com

Summary

The marketing intern will assist Eye of the Day in our day-to-day marketing, advertising, and website tasks.

Qualifications

- Organizational skills and detail oriented. Much of the work is being able to manage and organize information for the marketing and trade staff
- Familiarity with social media, Wordpress, and CRM databases is recommended
- Strong Written Communication
- Able to Multitask
- Willingness to learn and work as part of a team but can also self-manage
- Candidate MUST be pursuing or possess a BS or BA in marketing, communications, journalism, media, economics, or related creative field.

Job Responsibilities:

1. Help Trade department manage and organize client information in our CRM database.
2. Create content for social media platforms like Facebook, Instagram, and Twitter.
3. Administrative support for Marketing and Sales staff
4. Create first draft press releases and promo materials for digital and print publicity.
5. Upload content to website including inventory, photos, and text. Knowledge of Wordpress platform is ideal.
6. Assist in overall marketing strategy initiatives and execution for Eye of the Day.

Minimum Expected Hours of Work: 25 – 40 hours per week

Duration: This position will go from May 2016 through the end of summer. During the summer this position will be full time. If still attending school, during the school year the position will be part-time (approximately 20 hours per week) based on your class schedule and our company's business hours.

Rate: \$10-\$12 per hour based on experience.

Contact Info:

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