

Title: Marketing Intern

Reports to: Marketing Manager

Location: Charlotte, NC

Pay: Unpaid (\$50 monthly stipend available for gas and incidental expenses)

Hours: 15-20 hours per week

Carolina Pad is a leading supplier of fashion office and school supplies. We have an exciting internship for someone with a strong interest in retail, marketing, or consumer products.

Job Description:

The Marketing Intern will work directly with the Marketing Manager to:

- Maintain and update marketing collateral in print and online as directed
- Assist Marketing Manager in administration of social media programs (familiarity with Facebook, Twitter, Flickr, Tumblr, YouTube is preferred)
- Assist with Marketing Initiatives for new product launches, retail promotions and more
- Take ownership for research projects as directed by Marketing Manager
- Assist with promotions, contests and special events

Job Requirements:

- Must be pursuing a Bachelor's Degree with a major in Marketing, Business or Public Relations/Communications. You must be participating in an internship or coop program for course credit through your university/college.
- Knowledge of MS Office Suite
- Knowledge of Illustrator & Adobe Suite is a plus
- Excellent organization, attention to detail & solid communication skills
- Must be self directed, motivated, inquisitive and energetic
- Interest in entrepreneurship; building products and programs from conception to launch
- Basic HTML knowledge, content management systems (Wordpress, Joomla) is a plus

To Apply:

Please submit your resume to: mlamkin@carolinapad.com Please write "Intern" in the subject line.