

NYBDC Marketing Internship

The New York Business Development Corporation (NYBDC) seeks a marketing intern to support the growth of its online and traditional marketing programs. The intern will support in executing a variety of marketing campaigns, including email, direct mail, event marketing and more.

Duties include:

- Support and grow social media marketing programs
- Draft content for websites, blogs, and social media
- Coordinate website updates
- Assist with search engine optimization and content marketing strategies
- Coordinate, execute and analyze direct mail and email marketing campaigns
- Assist in the distribution and delivery of marketing materials
- Assist with the execution of events and trade show participation
- Analyze marketing data, with a focus on Google Analytics
- Prepare presentations for use by sales teams
- Assist with other duties as needed

Requirements

- Currently pursuing and undergraduate degree in marketing, finance or a related degree
- Working knowledge of major social media platforms
- Attentive to detail
- Strong writing and editing skills
- Eager to learn new platforms, programs, and marketing strategies
- Working knowledge of Adobe Creative Suite and basic design skills is a strong plus

To apply, please submit a resume and cover letter to Laura Kozien, VP, Director of Marketing at lkozien@nybdc.com.