



Job Title: Marketing Communications Intern

Reports to: Crystal Dvorak

Department: Marketing

Classification: Non-Exempt

Last Updated: 12.27.24

Job Summary:

Collaborate with the team to help write content for many different types of internal and external communications. This may include long and short digital articles and social posts for the pool, spa, hot tub trade and consumer market, internal newsletters, marketing collateral and presentations. Participate in brainstorming sessions for new products. Help evaluate and update promotional items. Research and find images appropriate for articles, posts and websites. Research and report on competitive products. Assist with video production. Help with some day-to-day projects that include some data entry and/or research confirmation.

Essential Functions:

- Review and recommend edits and images for the Water Care Blog articles; participate in planning articles as needed.
- Day-to-day fact gathering and writing for Friday emails, LinkedIn posts, and competitive research fact and information gathering. Keep these organized and scheduled.
- Help with projects that include the Dealer lists and addresses on the FROG Water Care App, and review Dealer's websites for trademark and brand compliance.
- Other duties as assigned

Job Qualifications:

- Education: studies in journalism, public relations and/or communications preferred
- Work Experience/Skills: Interest and some experience in journalism, communications, public relations; desire to learn business writing and apply what's learned.
- Working efficiency in all Microsoft programs – Word, Excel, Power Point and Adobe, and Canva and Smart Sheet
- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership.

Internship Benefits:

- Learn to write professionally for various marketing and communications projects.
- Learn to edit professionally and proofread for various marketing and communications projects.

- Learn how to work collaboratively and build strong working relationships with people in different marketing roles: graphic designers, product managers, research, marketing coordinator, sales coordinators. This includes interviewing for articles, getting quotes, gathering facts, organizing content information and data for the team.
- Learn about brand strategy, guidelines, and trademarks. Apply this learning to review websites and the FROG Water Care App Dealer Locator entries.

Physical Requirements/Work Schedule:

- Physical Requirements: sitting most of the time, some manual labor needed for video production.
- Work Schedules (core hours and/or work hours if set requirement) M- F, 8 hours, flexible between 7:30 – 5 p.m.