



Job Title: Product Marketing Specialist Intern

Reports to: Kayla Hagan

Department: Marketing

Classification: Non-Exempt

Last Updated: 1/24/025

Job Summary:

The Product Marketing Specialist Intern will collaborate with the marketing team to support various product marketing initiatives. This role involves assisting in the execution of product marketing strategies, gathering market research, and supporting product launches. The intern will gain hands-on experience in product marketing and contribute to the growth of the company's product portfolio.

Essential Functions:

- Assist in the creation and coordination of marketing materials for product launches, including brochures, presentations, and digital content.
- Assist with market research to identify trends, competitive analysis, and customer insights.
- Support the product development team with part number creation and management.
- Coordinate the workflow for artwork and proofing processes for product-related printed materials.
- Participate in brainstorming sessions for marketing campaigns.
- Help evaluate and update promotional items and marketing collateral.
- Assist with video production and other multimedia projects.
- Perform day-to-day tasks such as data entry, research confirmation, and organizing marketing assets.
- Other duties as assigned

Job Qualifications:

- Education: Currently pursuing a degree in Marketing, Business, Communications, or a related field.
- Work Experience/Skills: Interest and some experience in marketing, communications, or public relations; desire to learn and apply business writing skills.
- Proficiency in Microsoft Office programs (Word, Excel, PowerPoint) and familiarity with Adobe Creative Suite, and Smartsheet.
- Strong organizational and communication skills.
- Ability to work collaboratively and build strong working relationships with team members.

- Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership.

Internship Benefits:

- Gain hands-on experience in product marketing and contribute to real-world projects.
- Learn to write and edit professionally for various marketing and communications projects.
- Develop skills in market research, competitive analysis, and product development.
- Build strong working relationships with professionals in different marketing roles.
- Learn about brand strategy, guidelines, and trademarks.
- Work on a fun team!

Physical Requirements/Work Schedule:

- Physical Requirements: sitting most of the time, some manual labor needed for prototype builds.
- Hybrid work schedule: M- F, 8 hours, flexible between 7:30 – 5 p.m.