

Marketing Intern Job Description

Reports to Marketing Manager. Works closely with small start-up team to help build the channel, affiliates and alliances.

General Description

The marketing Intern will help to a) define and build the reseller and affiliate program, b) setup and manage the alliance program (including the alliance relationships and affiliate program), and help with PR, ads, copywriting, the company database, customer follow-up and events.

Duties include:

Partner Program

- Help setup the reseller program including assisting with PowerPoints, competitive matrix, price list, collateral and other materials needed.
- Help with the reseller partner recruiting efforts. Build database, send and respond to e-mails, manage direct response, phone follow-up.
- Follow up with existing resellers with agreements, schedule partner training and question follow-up, help prepare needed materials.
- Setup regional promotions and help drive success.
- Execute partner program detailed plan of action.

Affiliate Program

- Help define affiliate program (search and replace, setup kit)
- Affiliate recruiting (post with top 50 affiliate boards, create affiliate profile, find applicable affiliates (existing QuickBooks, MYOB and PeachTree affiliates, accounting/bookkeepers, trainers, authors, etc.).
- Enable affiliates (monthly update letter, schedule product training, Q&A, etc.).
- Online ombudsman activities (identify top 25 forums, post questions and responses, monitor for viral marketing)

Alliance Program

- Re-purpose alliance kit
- Identify top prospects
- Create business case/prospect type
- Compile contact information and setup initial key alliance meetings
- Follow-up with alliance partners to execute respective plan of actions

Reporting:

- Prepare a weekly status report for the weekly meetings. This report would consist of an update from the channel and alliance program master checklist with dates, the status and follow-up results from each category.
- Maintain time spent on activities.

Budget

- Help create and track a modest budget.

Knowledge & Skills

Candidate should be capable of initiating and maintaining strong personal relationships. In addition, he/she should be able to coordinate with all the departments involved to ensure the completion of the associated marketing programs. A high degree of organization and self-motivation is required. This person must quickly learn the product and the market. He/She must also stay aware of the upcoming company opportunities to ensure participation with the reseller partners whenever it makes sense.

Prefer a responsible university student working on a business degree (marketing preferred since this will be applicable experience) with technical aptitude.