

Marketing & Communications Internship

This is a growth role at a technology start-up located in West Des Moines. Excellent candidates will be eager to make an impact from the very first day and have an interest in being exposed to many parts of the business. This role will focus on responsibilities across Marketing, Sales, Events, and PR. The Marketing & Communications Intern will report to the Director of Marketing but may take on a wider variety of business tasks as-needed.

Responsibilities may include, but are not limited to:

- Editing and proofing digital and print materials
- Managing and updating website copy and social media campaigns
- Coordinating event logistics and collaborating with team members to provide marketing support for all aspects of trade shows or events
- Writing content for marketing materials, such as press releases, brochures, white papers, or blogs
- Creating beautiful PowerPoints, presentation materials, and marketing materials
- Using Photoshop to touch up an image or Adobe Premiere Pro to edit a training video
- Planning and managing local events and trainings to ensure every detail is remembered and the event goes off smoothly
- Creating marketing calendars and assisting with strategy execution
- Assisting with requests for marketing materials
- Occasionally assisting other departments, such as finance, logistics, support services, and sales
- Using data for analysis of program success using a KPI and ROI-driven mindset to identify what worked well, what underperformed, and to suggest changes to improve results

The ideal candidate would have the following characteristics:

- An education in Business, Marketing, Education, Liberal Arts, or Humanities
- At least one year of work experience or relevant professional internships
- Excellent communication skills, including strong writing skills
- Exceptionally well-organized, punctual, and takes initiative
- Able to work with little supervision, juggle multiple time-sensitive projects, and follow-through to finish projects on time
- Innately curious, a constant learner, and a critical thinker
- Considerate of others, customer-service oriented
- Proficient in Microsoft Word, PowerPoint, and Excel
- Experience in any of the following tools is a plus:
 - Google Drive (Docs, Sheets, Slides, Drive, Email, Calendar)
 - Adobe (Photoshop, Illustrator, or other Creative Cloud applications)
 - Email campaigns (such as Hubspot or Mailchimp)
 - Virtual meeting and communications software (i.e. GoToMeeting, Slack, Trello)

Very rarely, occasional travel may be required. Successful completion of this internship may lead to a full-time opportunity as a Marketing Associate.

To apply, send a resume to marketing@igor-tech.com. Applicants are encouraged to include a cover letter or an example of past work, such as a PowerPoint presentation, a writing sample, or design work they did in a class or other setting for which the applicant was the sole contributor to the project.

Phone interviews will begin the week of May 13th and will occur on a rolling basis until the role is filled.