



Mi-Co Job Title: Sales & Marketing Intern (10-15 hrs per week)
Reports To: Director of Sales & Marketing and Marketing Manager
Salary Range: \$15/hour
Date: Summer 2017

Description

The Mi-Co Sales & Marketing Intern position is aimed to develop interests in a sales and marketing career by providing the chosen candidate with significant hands-on training in marketing tactics, tools and strategies. Main responsibilities will involve both tactical and strategic marketing activities including content creation, social media marketing, blogging, competitive analysis, market research, search-engine optimization (SEO), design and more.

As the Sales & Marketing Intern at Mi-Co, you can expect:

- Top-notch sales and marketing training in a dynamic high-growth industry
- Exposure to the latest trends in digital marketing
- The opportunity to network meaningfully with executives across a variety of industries

Projects & Responsibilities

- Create & manage Video resources section on the Mi-Corporation website
- Plan for & create comprehensive social media campaign for Facebook, Twitter & LinkedIn
- Update old/outdated marketing documents such as Case Studies, Brochures, etc.
- Assist with content creation and keeping Mi-Corporation blog & social media relevant and up-to-date
- Measuring sales and marketing analytics to assist team with operations and planning
- Assist in managing Mi-Corporation digital brand presence and lead generation activities
- Assisting with other activities as defined by the sales and marketing supervisor

Requirements

Mi-Co is looking for an undergraduate student in the Raleigh/Durham/Chapel Hill area who is majoring in Marketing, Sales, Advertising, Communications or a related field. Other qualifications include:

- Excellent written and verbal communication skills
- Creative, self-starter with high energy and initiative
- Strong interest in marketing and sales
- Experience in WordPress, Microsoft Office and Adobe Suite preferred

About Mi-Co

Mi-Corporation, the 15-year-old industry leader in mobilizing mission-critical business processes, offers enterprise-class applications that quicken business cycles, drive productivity, and increase revenues. Mi-Co's mobile solutions support the use of [Windows 10 Tablets](#), the [Digital Pen](#), [iOS devices](#), [Android devices](#), and other mobile devices across diverse industries. Organizations like Eli Lilly, Transport for London, Lightower Fiber Networks, the NC Department of Agriculture, the United Nations, The US Dept. of Transportation, and many others use Mi-Corporation's [mobile forms app](#), mobile app development middleware, and [reporting](#) products.

To Apply: please email your resume and (3) related writing samples to Maura Ambrosino at:

mambrosino@mi-corporation.com