

**Spring 2022 Internship – Marketing & PR Intern** – Paid, $15/hr

**Preferred Duration**– April 4th – June 30th 2022 – potential to extend into Summer 2022 Internship

**Part Time or Full Time** **Available**/ **Minimum Hours per week** – M-F, 15 hours (3 hours/day or can break up into 3 days/week at 5 hours a day)

**Location** **– RSM Headquarters**: 22382 Avenida Empresa, RSM, CA 92688 (potential part-time hybrid WFH opportunity available as some responsibilities require the intern to work in-person). Equipment is not provided, candidate must own sufficient laptop/desktop if WFH hybrid is to be considered an option.

**Core Responsibilities include but are not limited to:**

* Assist copywriting team and VP on developing and fine-tuning Unique Selling Propositions for Melissa’s major industry verticals and product lines
* Social Media of 3 Melissa Brand Accounts – Create content calendar, write caption and banner copy, collaborate with graphic design team for banners, work with PR agency and global teams for content sharing and schedule posts in Hubspot. Monitor the accounts and engage with the community as needed. Create metrics reports for social media accounts.
* Write copy and or queue up blog posts on our 3 Melissa Blogs
* Queue up emails for deployment
* Correspond with giveaway winners or clients/prospects/customers that have participated in an incentive offer and send them a digital giftcard (usually starbucks or amazon)
* Ship collateral/swag items out of the Melissa warehouse as needed
* Research, gather and collate data to create reports
* Assist in creating workflow reference guides/documentation for the dept
* Assist in any trade show/conference related, or company-sponsored events
* Assist in lead processing
* Organize assets, collateral and inventory
* Organize/Moderate & Host Internal or External Webinars (not often, and do not need to know product knowledge for this)

**Preferred Skills & Qualifications**

* Resourceful, having adaptability, be detail-oriented, excellent time management and able to multitask but also discern urgent from less urgent items and reprioritize as needed
* Understanding the creative process from concept – design development – execution
* Strong verbal and written communication skills
* Strong spelling and grammar skills
* Excellent interpersonal and customer service skills
* Able to work independently with little to no supervision but can collaborate with others (internally & cross departmentally)
* Technologically adept
* Solid basic proficiency in Microsoft Suite programs & Adobe PDF Reader
* Able to work on PC or MAC systems
* Familiarity with programs such as Monday.com, discord, bit.ly and hubspot
* Having a sense of proactiveness and taking initiative

**Physical/Interpersonal Requirements and Work Environment**

* Communicate via voice, email or other device with coworkers, clients and vendors.
* Ability to work with minimal instruction
* Remain in a stationary position, often sitting or standing for prolonged periods while working on a computer
* Be able to lift and move up to 50lbs (marketing materials)
* Possible travel to trade shows/other company-sponsored events

**About Melissa**

Our 37+ years of address expertise started with ZIP+4 and turned into so much more. Melissa is a single-source vendor of global address management, data quality and identity verification solutions that help organizations harness accurate data for a more compelling customer view. Our industry-leading solutions have processed over 1 trillion address, name, phone and email records, making it clear why thousands of businesses worldwide trust Melissa with their data quality needs.

Melissa headquarters are located in Rancho Santa Margarita, CA, with U.S. offices in Washington, Oregon, Massachusetts & North Carolina and international offices in the U.K., India, Germany & Singapore.

**Send cover letter & resume to Melissa Marketing Manager Amanda Nguyen Hammond:** amanda@melissadata.com