



Position Title: Marketing Intern – Summer 2022

SUMMARY:

The Marketing Intern will work with the Marketing Director to support marketing-related initiatives for Lauth and Integrated Facility Services.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- 🏠 Launch the blog component of the new Integrated Facility Services (IFS) website. Research content ideas and create content for the blog with a goal of posting weekly.
- 🏠 Learn and utilize brand standards for Lauth and IFS brands.
- 🏠 Implement a social media calendar for Lauth and IFS social media platforms including creation of content and supporting graphics.
- 🏠 Assist with management of content on Lauth and IFS websites.
- 🏠 Support Marketing Director with planned events for clients, i.e., groundbreaking/topping off/dedication ceremonies. Also support internal events for company associates. Design invitations for distribution.
- 🏠 Research and learn about key issues impacting commercial construction/development and facility maintenance for commercial properties.
- 🏠 Assist with input to key marketing partners working with Lauth and IFS to promote specific projects
- 🏠 Design a new newsletter template within the Delivra email Software platform.
- 🏠 Assist and participate in scheduled project photoshoots.
- 🏠 Organize and update competitor market information.

QUALIFICATIONS:

Experience with the Adobe Suite of design products including Photoshop, Illustrator, InDesign. Microsoft Office including Word and Excel. Experience with WordPress a plus. The ideal candidate will be a curious learner and flexible to address changing priorities. Excellent communication and writing skills are a must. Photography experience a plus.

WORK SCHEDULE:

Monday-Friday, 8:30 a.m. to 5:00 p.m. Summer scheduled paid holidays include:

- 🏠 Monday, May 30th
- 🏠 Monday, July 4th