**Marketing Strategy Internship**

Remote

**Description**

FirstandThird Consulting is a human capital consulting firm supporting clients strategic agendas by developing customized solutions that will help their organization become more effective and achieve desired results. We partner with small to mid-size and other growth-oriented organizations wanting to scale their business.

As an intern with our firm, you will have the opportunity to apply your skills in meaningful ways and build your professional portfolio that will start your career on a great path. On day 1 you will play a key role in building a marketing strategy and campaign to increase brand awareness of the firm’s offerings. If you have an entrepreneurial mindset your expertise will immediately be put to use.

At FirstandThird Consulting we value entrepreneurial thinking, creativity, hard work and flexibility. As such, the internship period and specific hours can be defined by you, that works for your schedule. If this internship sounds like an opportunity where you can make a long-lasting impact, reach out to us today to discuss your interest.

**Key Responsibilities:**

* Marketing Strategy
  + Aid in the planning and execution of marketing campaigns to raise awareness about firms services, ensuring alignment and consistency in messaging and communications strategies across different channels.
* Brand Image
  + Build a Digital and Brand Experience, including creating, maintaining, and editing all different assets that are used for digital marketing campaigns and client engagements.
  + Support the maintenance and reinforcement of the company's brand identity by ensuring all communications adhere to brand guidelines and reflect the organization's values and objectives.
* Content Creation
  + Assist in developing engaging content for various platforms, including social media (image and video) posts, news stories, promotional materials, reports, emails, and the company website, aligning with the firm’s mission and values.
  + Help create and maintain collateral, editing copy, creating new pages, adding images, to the media library, etc.
* SEO
  + Help manage social media accounts by monitoring engagement.
  + Create SEO reports for various purposes.

**Qualifications:**

* Currently enrolled in a relevant undergraduate or graduate program, preferably with a focus on Marketing, Communications, English or a related field.
* Ability to generate creative ideas and assist in content creation across various mediums.
* Strong writing and grammar skills with the ability to tell compelling stories to motivate conversion and engagement.
* Experience with graphic design or multimedia production is desired but not required.
* Strong attention to detail in writing and proofreading to ensure accuracy and consistency in all communications.
* Proficient in Microsoft Word, Excel and PowerPoint.
* Willingness to adapt to changing priorities and take initiative in learning new skills.