

XPD – Experience & Professional Development

Micro-Internships for Marketing Associates

We've identified the most common responsibilities outlined in marketing associate job descriptions:

- Ideate and coordinate with the marketing design and content teams
- Assist in creation of SEO, content, and design strategies
- Generate reports on marketing and sales metrics
- Gather and analyze consumer behavior data in web traffic and rankings
- Excellent verbal, written communication and presentation skills
- Creativity and an ability to think outside the box when tackling market strategies and campaigns
- Tech savvy - highly proficient with basic technology



While these are specific responsibilities, what's missing are the skills required to successfully execute them, which is especially important for entry-level hires who don't have the professional track record. To help, we've worked with human capital leaders and sales executives to identify these core skills, and map them to the typical responsibilities.

Skills listed below could be used as "qualifications" or requirements as you complete the [Micro-Internship Form](#).

DESCRIPTION	SKILLS	
Ideate and coordinate with the marketing design and content teams	Teamwork	Communication
Gather and analyze consumer behavior data in web traffic and rankings	Research	Self-starter
Generate reports on marketing and sales metrics	Analytic mindset	Attention to detail
Assist in creation of SEO, content, and design strategies	Appetite for learning	Reliability
Excellent verbal, written communication and presentation skills	Communication	Time management
Creativity and an ability to think outside of the box when tackling market strategies and campaigns	Creativity	Grit/Drive
Tech-savvy, highly proficient with basic technology	Problem solving	Resourcefulness

SAMPLE PROJECTS

Content Creation	We would like you to research and write a 500-750 word blog post on a topic that will be provided on the kickoff call. Additionally, design a marketing campaign to push out your newly written content. Be sure to provide rationale for the various marketing channels chosen and how you would measure the success of the campaign. Finally, briefly describe how you would adjust your marketing strategy to scale the campaign for a second iteration.
Social Media Calendar	We would like you to curate 15-20 publications for content we can re-purpose. The topic will be provided on the kickoff call. You will then draft social posts with a corresponding social media calendar that references the content you sourced. Be sure to provide rationale for your social media platform of choice.
Case Study Development	We would like you to develop a brief case study on a recent success we have had with a client that we can use for marketing purposes and partnership reference. We will provide information on the recent success, and would you to draft a one-pager that highlights the customer's problem, alternatives considered and why they chose to work with us and the positive impact of their decision.

CSB OFFICE
 Clemens Library
 (320)-363-5707

XPD- EXPERIENCE & PROFESSIONAL DEVELOPMENT
www.cbsju.edu/xpd
 Open Monday - Friday, 8:30 a.m. - 4:30 p.m.

SJU OFFICE
 Mary Hall 10 & 25
 (320)-363-3236