

## **Marketing Intern**

The Solairus Aviation intern will help Implement, execute and maintain marketing activities consistent with corporate strategies to meet organizational objectives.

### **Main Job Tasks and Responsibilities**

#### **Public Relations**

- Assist in the preparation of press releases including writing text, developing quotes and editing for grammar and content
- Assist in the distribution of news content including pitching to various media outlets, cold calling and email blasts
- Help develop Press Exposure producing and developing quotes, performing interviews, and creating editorials
- Become familiar with aviation industry media for future media relations.
- Become familiar with mainstream media e.g. USA Today, Forbes, WSJ, etc.

#### **Marketing Tasks**

- Help with lead Generation
- Help identify key demographic markets and develop prospective client lists
- Support strategic partnerships for cross promotional branding/services (e.g. Exclusive Resorts)
- Assist with Advertising/Branding

#### **Website**

- Assist with Search Optimization
- Update Content

#### **Advertising**

- Help organize and provide logistical support for key regional and national events (both industry and non-industry) for Solairus Aviation participation

#### **Background/Experience/Skills/Capabilities**

- Seeking a 4 year degree in business, marketing or related field of study
- Excellent written communication skills (grammar, proof reading)
- Technology Savvy
- Microsoft Office skills
- Knowledge in web site creation and management
- Experience with social networking services and Email marketing software and systems
- Posses a Creative mindset
- Must be Organized, task-oriented

- Ability to manage multiple tasks to a schedule
- Familiarity with Salesforce.com is a plus

Unpaid.

Fax cover letter and resume to Eric at 866.359.7862.