

Job Description

Marketing Intern duties and responsibilities

Marketing Intern is responsible for helping the Marketing Manager complete tasks such as preparing marketing proposals, surveying customers and researching consumer trends, which include:

1. Developing tools and methods for collecting data such as surveys, opinion polls or questionnaires.
2. Collecting and analyzing data to identify consumer trends.
3. Researching consumer opinions and marketing strategies and proposing adjustments to current strategies accordingly.
4. Creating graphic representations of data and translating complex research into easily readable content for stakeholders and other departments.
5. Preparing marketing proposals and presentations based on company needs.
6. Measuring consumer satisfaction with products or services.
7. Monitoring and managing the company's social media platforms, adjusting outreach tactics as needed.

Marketing Intern skills and qualifications

A successful Marketing Intern needs various skills and qualifications to perform the required duties of their role, which include:

1. Knowledge of marketing strategies.
2. Ability to translate complex research into common language.
3. Proficiency with word processing, spreadsheet and presentation software.
4. Aptitude with various social media platforms as well as the data tracking tools associated with them.
5. Familiarity with consumer psychology and buying habits.
6. Ability to quickly learn and process information.
7. Organization and time management skills.

Yoshitomo Management Consulting Co., Ltd.

