



Zoomlion Heavy Industry N.A., Inc.

Marketing Intern

Department: Sales & Marketing
FLSA Status: Non-Exempt (hourly)
Grade/Level: Entry/Intern
Job Type: Temporary
Work Schedule:
Daily Monday through Friday.

Job Status: Temporary/Full Time
Reports To: Business Support Manager
Amount of Travel Required: none
Positions Supervised: None

POSITION SUMMARY

Provides marketing support to various product teams and programs. Prepares, edits, and writes company materials for marketing purposes, including social media.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Essential Functions Statement(s)

- Assists implementing marketing strategies to promote products and services, working with internal and external customers.
- Drafts and edits materials and communications copy (e.g., literature, press releases, publications, social media posts).
- Assists in collecting, analyzing, and reporting marketing information including sales, costs, marketing strategies and trending, etc.
- Provides administrative support to marketing campaigns and internal teams.
- Update databases and media lists.
- Compile lists describing product or service offerings.
- Assist in maintaining web content and executing social media strategies.
- Assist in coordinating or participating in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.
- Track projects and media exposure.
- Facilitate effective internal communications.
- Prepare presentations and reports.

POSITION QUALIFICATIONS

Competency Statement(s)

- Customer Oriented - Ability to take care of the customers' needs while following company procedures.
- Creative - Ability to think in such a way as to produce a new concept or idea.
- Business Acumen- Ability to grasp and understand basic business concepts and ideas.
- Enthusiastic - Ability to bring energy to the performance of a task.

- Ethical - Ability to demonstrate conduct conforming to a set of values and accepted standards.
- Honesty / Integrity - Ability to be truthful and be seen as credible in the workplace.
- Relationship Building - Ability to effectively build relationships with customers and co-workers.
- Accountability - Ability to accept responsibility and account for his/her actions.
- Communication, Written - Ability to communicate in writing clearly and concisely.
- Communication, Oral - Ability to communicate effectively with others using the spoken word.
- Interpersonal - Ability to get along well with a variety of personalities and individuals.
- Presentation Skills - Ability to effectively present information publicly.

SKILLS & ABILITIES

- Education:** Undergraduate: Pursuing Bachelor's Degree (four-year college) in Marketing, Communications, or related field.
- Experience:** Some experience in writing, editing, researching and organizational skills with attention to detail.
- Computer Skills:** Proficient in Microsoft Office Suite (Outlook, Word, Excel, PowerPoint, etc.); familiarity with design software (e.g. Photoshop, InDesign) and content management systems is a plus.

PHYSICAL DEMANDS

- N (Not Applicable)** Activity is not applicable to this position.
O (Occasionally) Position requires this activity up to 33% of the time (0 - 2.5+ hrs/day)
F (Frequently) Position requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)
C (Constantly) Position requires this activity more than 66% of the time (5.5+ hrs/day)

Physical Demands		Lift/Carry	
Stand	F	10 lbs or less	O
Walk	F	11-20 lbs	O
Sit	F	21-50 lbs	O
Manually Manipulate	N	51-100 lbs	N
Reach Outward	O	Over 100 lbs	N
Reach Above Shoulder	O		
Climb	N	Push/Pull	
Crawl	N	12 lbs or less	O
Squat or Kneel	N	13-25 lbs	N
Bend	N	26-40 lbs	N
Grasp	N	41-100 lbs	N
Speak	F		

Other Physical Requirements

WORK ENVIRONMENT

Office environment in a controlled atmosphere building.
