

## SALES/MARKETING INTERN

**STATUS:** Part-time, Non-exempt

**HOURS/TRAVEL:**

- 30-40 hours per week
- Occasional overtime may be required including periodic travel for vendor meetings and trade shows

**DESCRIPTION / RESPONSIBILITIES:**

The Sales and Marketing Intern will be an energetic, positive, creative individual responsible for supporting marketing initiatives to enhance the Felins brand and communicate and promote our capabilities and technologies to increase the effectiveness of our marketing and sales teams. Specific responsibilities include:

- Assist our Banding Sales Manager in the food industry to continue the current growth trajectory. Responsibilities to include:
  - Market development
  - Following up with customers
  - Pricing and quoting custom equipment and materials
  - Driving sales process improvement
- Assist the sales team to strategically identify and re-engage leads in our CRM
- Use a data-driven/cause & effect approach to help strategize campaigns and tactics to increase engagement and generate high-quality leads
- Assist in copywriting of posts on Felins' Facebook, LinkedIn, Twitter and Instagram profiles and scheduling through Hootsuite
- Develop marketing graphics
- Assist in copywriting and development of blogs
- Collaborate with marketing team for video development, especially for Food for Thought, Packaging Observations and other Felins vlogs
- Abide by Felins' brand standards guidelines in development of any internal or external communications
- Assist with management and maintenance of our CRM to ensure data is accurately input, updated and used

**QUALIFICATIONS:**

We pride ourselves on being flexible but there are some things we feel strongly about. An ideal candidate must exhibit the following traits:

- FUN, passionate attitude with customer-focused mindset and can-do energy
- Understand Felins' mission and exhibit our core values
- Self-starter with the ability to work independently and within a team
- Excellent listening, written and verbal communication skills
- Experience with Microsoft Office (Outlook, Excel, Word) and Salesforce a plus
- High sense of urgency to complete tasks and accomplish stated objectives on time
- Experience with digital marketing platforms (social media, web, e-mail, etc.)
- Has 1-2 years of relevant experience

The position will report to the Marketing Director