

Marketing Communications Intern

The MBA Tour is an organizer of recruiting events, MBA Conferences, for graduate business school programs. In 2017 we are organizing over 70 events in Asia, Europe, India, North and South America, Africa, Australia, and the Middle East. The MBA Tour works closely with PR firms, admission advisors, test preparation companies and non-profit educational organizations to recruit students to attend our events. Our Marketing Manager needs the assistance of an intern to help manage marketing coordination and outreach with the above organizations.

Primary Responsibilities:

1. Assist with management of marketing partnerships with educational advisors, test preparation centers, NGOs and PR companies. (Includes: following up with organizations to ensure timely execution of promotions, assisting with creation and distribution of promotional material: flyers, HTML emails, creative graphics, copy)
2. Assist with management of business school marketing partners and participation in social media campaigns (Includes: ensuring parties contribute content in timely manner, editing and compiling copy and multimedia for campaigns).
3. Assist with management of our Social Media Package. (Includes: communicating with MBA alumni, coordinating blog posts, and scheduling and monitoring digital advertising campaigns)
4. Updating the Marketing Manager on a regular basis on the progress and activities of marketing partners
5. Assist in other areas related to the events specified by Marketing Manager

Desired Skills & Experience

- Excellent organizational and communication skills
- Ability to multitask
- Ability to work with diverse constituents and cultures
- Desire to work in a small team environment
- Knowledge or willingness to learn basic skills in Dreamweaver (HTML), Photoshop, Indesign, & WordPress
- Past experience in a marketing role, internship or otherwise

Foreign language is a plus but not required: Please specify if you speak a second language.

Compensation: Paid Internship

The intern will report to the Marketing Communications Manager. The position is located at our offices in West Concord, Massachusetts. The position is open as of May 1 and will end at the end of August 2017.

To apply please send:

- Cover letter of no more than 1 page indicating:
 - How you meet the criteria required for this position
 - Why you are interested in applying for this position
- Resume

Send completed applications:

Email: sswan@thembatour.com; please include "Marketing Internship" in the subject line