



## Acadia Internship

**Position: Digital Marketing Intern**

### About Acadia:

Acadia Lead Management Services is based in Dayton, Ohio. Acadia is a true blend of sales and marketing. We provide strategy, planning, digital and content marketing services with sales enablement. We serve B2B companies, helping them to better attract, engage, convert, and retain ideal customers by leveraging the most suitable sales enablement and marketing automation technologies available. Opportunities exist for students studying business with an emphasis on marketing and digital marketing.

### Internship Overview:

This opportunity is for a paid internship for a student in the Digital Marketing program. As an intern at Acadia, you will gain valuable knowledge of how to develop and execute on a marketing campaign and track results using marketing automation software. You will also gain experience in dealing with clients across all industries. We are looking for a marketing candidate who is dynamic, a quick learner, responsible, creative, and motivated and someone who enjoys being part of a team and making a difference. Digital media technology, computer and technical skills are important, with emphasis on social media, blogs, preparing videos, web site maintenance, workflows, among other tasks.

### Characteristics/Skills/Requirements:

- Business (marketing focus) with some MIS background/knowledge
- Dynamic, outgoing personality
- Dedicated, hard-worker
- Strong work ethic, trustworthy, reliable, articulate, goal oriented and work with integrity
- Ability to make decisions and work independently, as well as team-oriented thinking
- Time management skills
- Ability to communicate clearly, both oral and written
- Organizational skills and the ability to multi-task
- Computer skills are very important, digital media technology, social media, blog, MS Office Suite, CRM, Hubspot, Teams' experience is helpful

### As an Intern at Acadia, you will assist in the following tasks:

- Assisting the Digital Marketing Specialist and other team members
- Creating marketing collateral and website content
- Contributing to marketing automation initiatives
- Creating branding collateral, and videos
- Writing invites, emails, and other marketing items
- Updating corporate PowerPoints
- Researching social media content and prepare marketing research
- Posting social media
- Create database/portal collateral
- Other duties, as needed



**Pay Structure:**

- The pay structure will be discussed, during an initial interview

**Schedule and Hours:**

- Hiring for Spring/Summer 2021, (may continue thereafter)
- Hours may fluctuate; will be part time hours during school (we will work with the student regarding scheduling during school) and will change for the Summer

**Benefits:**

- Paid Parking\*
- Weekdays only
- Gain B2B marketing experience
- Enhance academic, career and personal development
- Nice office environment in downtown Dayton
- Fun, dynamic team culture
- Potential consideration for long-term employment
- Work at "Best Places to Work in Dayton" honoree 2019

\*We will determine if the internship will be remote as well as in office and develop a schedule