

Marketing & Events Intern

PDI Ninth House, the world's premier global leadership solutions company, is seeking an intern to join the Corporate Marketing team. The intern will gain exposure to business-to-business (B2B) marketing and event operations designed to build brand awareness, create demand for services, and generate leads.

DESCRIPTION

POSITION OVERVIEW

- The successful candidate will apply their education and gain valuable experience through assignments in the areas of marketing, public relations, conferences, seminars, webinars, social media, internal and digital communications, and data management.
- The intern will report to the Director of Global Field Marketing and Communications, and provide support to the Director and to the company's Marketing Events Manager.

RESPONSIBILITIES

Marketing

- Support the development and coordination of field marketing plans, programs, and calendars. May also assume limited responsibility for supporting one or more field offices with specific marketing initiatives.
- Help identify, plan, and implement new marketing campaign strategies.
- Coordinate, write, edit, and update marketing materials, including routine correspondence, templates, and forms.
- Assist with the coordination and publishing of marketing materials on the company's intranet.
- Use the internet to perform basic research on clients, prospects, industries, geographies, events, and competitors.
- Develop and maintain reports using Microsoft Office programs and other systems.
- Participate in the creation of training materials (e.g., guidelines, procedures, podcasts) for use in the field.

Events:

- Research and monitor event and speaking engagement opportunities for key markets around the world. Develop and maintain event and speaker directories and reports.
- Aid in the planning and coordination of events (e.g., conferences, seminars, webinars) and related materials (e.g., event guides, project plans, invitations, internal correspondence).
- Create and manage project plans and spreadsheets for events, including information about registrations, audio visual needs, and booth requirements.

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QUALIFICATIONS

- Currently studying for, or holding a business, marketing, PR, or communications degree.
- Excellent oral and written communication skills.
- Strong interpersonal, problem solving, organizational, and analytical skills.
- Ability to work independently and as part of a team.
- Ability to work on multiple tasks and prioritize workload.
- Creative, motivated, detail oriented, and a self-starter.
- Intermediate working knowledge of MS Office and social media applications

OTHER INFORMATION

- Expect to work between 15-25 hours per week, depending on business needs. Hours are flexible between 7:30 a.m. and 5:00 p.m., Monday through Friday.
- Compensation is \$10.00 per hour.
- Position is based in Minneapolis, Minnesota, on the Nicollet Mall.

PDI Ninth House is the premier global leadership solutions company with distinctive expertise in accelerating leadership effectiveness to maximize organizational performance. We have more than 40 years of experience in helping clients identify, manage, develop, and promote superior leaders across all levels of the organization. PDI Ninth House uses a unique combination of innovative, field-tested strategies; state-of-the-art technology; and proven processes to tailor specific solutions for our clients. PDI Ninth House partners with the world's leading organizations, enabling them to address critical leadership challenges with innovative solutions. Our aim is simple—the well-placed confidence that clients' current and future leaders are distinctively stronger than their competition, resulting in sustained, superior performance.

PDI Ninth House provides employees with the opportunity to build their career in a stimulating, multicultural environment as well as offering competitive compensation and benefits. PDI Ninth House is an equal opportunity employer (EOE).

Job reference: REQ # PW2063