



Title: Retail Marketing Intern (Mount Roberts Tramway)

Department: Retail

Hours of Work: 40 hours

Category: Internship

FLSA Status: Non-Exempt

Salary/Grade Level: TBD

Date Approved: Summer 2012

Reports to (Supervises/Liaison): Retail Manager

SUMMARY

The intern will have an excellent opportunity to learn communication (journalism, marketing, and merchandising) from the perspective of retail management. This internship will experience all relevant areas of marketing through communications in a small-retail business setting, including merchandising, writing newsletter, social media, customer service, and customer feedback. Also, the intern will be exposed to inventory control through creative marketing, signage and merchandising. Projects and responsibilities will include:

- Gain first-hand experience of marketing through social media and the need to engage prospective customers. Work on merchandising the store by changing displays on a regular basis and keeping up on inventory control.
- Learn about all aspects of marketing a retail business including signage, merchandising, website sales via newsletter, customer retention, & inventory control.
- Complete a personal comprehensive business-related project that is tied to real-world business activities. The intern project will be to monitor the website and to set up and maintain a newsletter to website customers, offering special pricing on select products on a regular basis.
- Participate in weekly round-table workshops with other Goldbelt interns with topics centered on career development, higher education, networking and job skills development.

PREFERRED SKILLS AND KNOWLEDGE

- Working towards degree in business, marketing, communications, merchandising or related field.
- Basic computer & business skills. Retail experience a plus.
- Self-starter with the ability to manage multiple priorities.
- Enjoy communicating and working with the General Public.

MINIMUM QUALIFICATIONS (education, experience, skills)

- Must be eligible for participation in Goldbelt's Career Development Program
- Working towards or recently completed an Associate's, Bachelor's or graduate degree.
- Must be available for the entire twelve week internship program.
- Must be at least 18 years of age.