



Marketing Internship

Position

Are you looking for an opportunity to gain real-world marketing experience in a professional, but fun workplace? Find your opportunity at the La Crosse Area Chamber of Commerce! The Marketing Intern works directly with the Marketing Director to assist in implementing the marketing plan, including social media promotion, researching best practices, and other marketing projects.

Description

The La Crosse Area Chamber of Commerce seeks a motivated, self-starter to assist in executing marketing efforts. This is a unique opportunity to gain hands-on experience in analytics tracking, marketing and communications, and event promotion.

Responsibilities

- Execute social media strategy
- Track campaign and website analytics
- Prepare and schedule weekly eNewsletters
- Organizing content and ads for published magazine
- Research latest marketing trends and best practices to implement in current strategies
- Support marketing and organizational goals
- Assist in website development and related projects
- Some design creation as needed
- Additional duties as assigned

Qualifications

- Seeking a degree in business, marketing, or other related field
- Must be an undergraduate student entering Junior or Senior year status
- Strong attention to detail
- Excellent written and verbal communication skills
- Ability to prioritize tasks and meet firm deadlines

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- Excellent computer literacy, including proficiency with Microsoft Office software and the Google Suite
- Self-motivated, able to take initiative and manage projects independently
- Must be efficient, well-organized, and able to manage multiple projects with competing deadlines
- Professional demeanor
- Experience with Adobe Creative Suite is a plus
- Experience with WordPress, Hootsuite, and social media management is a plus

Start Date: May 1st – flexible start date.

Time Commitment: 10-20 hours/week with possibility for more during the summer. Requires a minimum 3 month commitment, preference given to 6+ months.

To Apply: Please submit a cover letter and resume to hire@lacrossechamber.com

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