



Marketing/Advertising Internship Job Description

Position: The Marketing and Advertising Intern will support the Marketing Department in assisting with the marketing, advertising and public relations of Canadian Lakes Property Owners Corporation directives. The position is in Canadian Lakes, Michigan.

Staff Contact: Jessica Slendak, Marketing Director

Hours: Minimum 24 hours per week. Prefer intern commit to at least eight - hour blocks of time in office.

Compensation: Unpaid Internship. Will work with intern to provide academic credit if applicable.

Responsibilities: Support director in overall duties of executing overall marketing plan of the Canadian Lakes Property Owners Corporation including and not limited to the following:

- Assist in the plan and implementation of advertising buys.
- Write advertising copy for use by publication, broadcast, print or internet media.
- Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
- Write concise articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
- Support community partnerships.
- Read copy or proof to detect and correct errors in spelling, punctuation, and syntax.
- Assist in the planning the contents of publications according to the publication's style, editorial policy, and publishing requirements.

Skills Needed: Detail oriented. Creative, graphic design experience helpful. Punctual, honest and dependable. Proficient in Microsoft Word, PowerPoint, Excel, Publisher, Illustrator and Photoshop. Excellent written and verbal communication skills.

Application Instructions: Submit current resume, cover letter and contact information by email (no calls, please) to Jessica Slendak, Marketing Director at jslendak@clpoc.org.