

MARKETING INTERNSHIP: New York City

Company: Retensa **Industry:** Talent Management Consulting
Department: Marketing/Public Relations **Contact:** careers [at] retensa [dot] com
Position Title: Marketing Intern (NYC)

Who We Are: Retensa is internationally recognized by ABC News, *Forbes*, The Wall Street Journal, BusinessWeek, and The New York Times as a leader and innovator of Employee Retention Strategies and HR Technology. This management consulting firm provides Talent Management services and online software to clients in 44 countries in 12 languages. With a vision of “*Creating workplaces where every employee is engaged by what they do, and inspired by who they work for*”, Retensa helps employers reduce staff turnover, improve morale, and mine HR data to develop a high performing workforce.

What We Believe: Retensa views internships as a way to enhance your career and personal growth while we collaborate with future leaders. As an intern with us, you will be at the forefront of management consulting, cloud-based technology, predictive analytics, and doing something that matters. Your effort can help up to 1 billion employees in 1 million companies worldwide.

What You Will Do: You will gain real-world experience applying your knowledge to present our industry thought leadership brand and distinct services to new and potential clients. You will support real-world strategies by assessing business trends, identifying key market areas and opportunities, and executing your ideas with a real budget. *This is not a filing and copying internship.*

Upcoming Projects:

- Establish and launch new online product marketing campaigns
- Direct and manage social media channels and content development
- Develop and deploy PR initiatives
- Identify potential opportunities for keyword advertising
- Coordinate and compose e-mail campaigns, blogs/articles, and press releases

This is a challenging internship for motivated students desiring real-world marketing experience that will make a difference. Stipend provided. High performers may receive an offer for a paid position. Fall, Spring and Summer internships are available, though limited to 1 per season.

What You Need (Degree, Major, Skills, and Other Qualifications):

Internship candidates should be hardworking, enthusiastic, resourceful seniors or Graduate students in Marketing, Advertising, Public Relations, Journalism, or Business.

Required: Minimum 3.0 GPA. Windows 7, MS Office, Internet research skills.

Prior business/office experience of any kind is also needed. The ideal applicant should possess outstanding written and verbal communication skills as well as excellent interpersonal and organizational skills. Applicants must be able to juggle multiple projects, meet deadlines, and take initiative. Must have knowledge of current social media and online marketing trends. Must also show direct experience with Google Analytics, AdWords, Twitter, or WordPress. SEO experience is preferred (not required).

To apply, please e-mail your cover letter and resume to careers [at] retensa [dot] com. We look forward to hearing from you.

Time: Hours per week: Min 20 – Max 32. Minimum of 3 days/week, part-time/flexible hours available.

Due to the high volume of applicants, we may only be able to contact qualified candidates.

