



**SIERRA
DESIGNS**

Marketing Intern Position Summary May 4, 2008

The Marketing Intern is responsible for working closely with the Marketing team to assist in a diverse range of projects.

Position Summary:

Actively works on a variety of marketing tasks, tracks projects, assists the marketing manager and specialist to coordinate the marketing and creative services projects, and increases both cost- and time-efficiency to the department.

Essential Duties and Responsibilities:

Media Relations

- Fulfill requests for photography from publications and retailers
- Routing media coverage internally
- Scanning of media hits to send to reps and retailers

Marketing Materials – Catalog, Workbook, Hangtags, etc.

- Collection and data entry of product information
- Prepare product for photo shoots
- Proof and edit information
- Create project folders
- Initiate and follow the routing of all materials

Tradeshow and Sales Meeting

- Help in organizing and fulfilling retailer and rep information
- Assist in getting materials necessary for the events

Web Site

- Proof and edit information
- Provide research on competitor web sites and products

Qualifications:

- Must be thorough and detail oriented with a good eye for accuracy
- Ability to work well under pressure and manage multiple deadlines
- Creative orientation, strong energy level
- Strong organizational and communications skills both verbal and written
- Excellent team member with the ability to manage multiple, diverse relationships
- Strong conceptualizing and writing skills
- Must have knowledge of Microsoft Excel, Microsoft Word, Lotus Notes, Microsoft PowerPoint, Photoshop, PC, MAC
- Personal computer with appropriate software would be advantageous
- Must be able to function effectively in a team environment and handle multiple projects at one time
- The position reports directly to the marketing manager and works closely with the marketing specialist
- Dependability and punctuality