



## Digital Marketing Intern

### About Us

ReadySet's mission is to supply extraordinary technology that empowers our customers through accelerated retail innovation and success. We develop virtual reality (VR) software for some of the world's largest CPGs and retailers to create and test in-store solutions before physical implementation.

### Job Description

As a Digital Marketing Intern at ReadySet, you'll assist in driving brand growth and gain broad marketing experience in a startup environment. You will work closely with the Marketing Manager to establish and maintain high-quality thought leadership content for our blog, website, emails, public relations campaigns, whitepapers, and social media platforms, including Facebook, Twitter, Instagram, and LinkedIn. Applicants should be current students in a post-secondary program, but recent graduates can also apply.

### Responsibilities

- Write compelling thought-leadership blog content that is optimized for SEO and targeted at specific retail personas/markets that align with identified objectives and needs
- Support content copywriting and management efforts as needed for landing pages, ad copy, emails, social media posts, newsletters, infographics, video scripts, case studies, and whitepapers
- Assist Sales team by providing necessary marketing materials including: updating prospect info in CRM, PowerPoint presentations, consumer insight research and data analysis
- Assist in company events and planning of those events (trade shows, job fairs, etc.)
- Research and stay current on trends in digital marketing and retail

### Qualifications

- Currently enrolled in college or university seeking Marketing, Communications or similar degree
- Prior industry experience, especially marketing experience within a startup is preferred
- Excellent photography, video editing and graphic design skills
- Applied understanding of marketing knowledge and familiarity with digital channels (LinkedIn, Facebook, Instagram, Twitter, YouTube, Google Ads etc.)
- Strong research and analytical skills
- Excellent written and verbal communication skills
- Self-starter with ability to work independently and cross-functionally
- Ability to work on-site at De Pere, WI office when necessary

### *Bonus points for:*

- Experience with web design/html, Adobe Suite and B2B marketing strategies/software

### Details

- Hybrid in-office/remote - Hybrid schedule as agreed upon by manager after 100% in office training
- Willing to work 10-20 hours per week (Monday through Friday - around your school schedule)
- Internship Duration: 6 months (or longer if agreed upon)
- Paid Internship

### Next Steps to Apply

Submit the following to ReadySet Human Resource Director, Carrie Mueller: [carriem@readyssetvr.com](mailto:carriem@readyssetvr.com)

- Must include Resume or CV.
- Including a Cover Letter introducing yourself is optional, but highly encouraged. In the cover letter please explain why this position is a fit for you and any expectations you seek.
- Sample work is welcome and can set you apart from other applicants.

**Applicants have rights under Federal Employment Laws**

Family and Medical Leave Act (FMLA)- <https://www.dol.gov/whd/fmla/>

Equal Employment Opportunity (EEO)- <https://www.eeoc.gov/employees/>

Employee Polygraph Protection Act (EPPA) - <https://www.dol.gov/whd/polygraph/>