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invest in
yourself?



Content Specialist Internship

Responsibilities:

- Develops big ideas that connect with target customers in a meaningful way
- Amplifies best-in-class multi-media marketing collateral including branding, advertising and identity, traditional print design of all types, web and interactive design, packaging and special events collateral
- Develops creative content, programs and concepts that meet the business objectives of the organization and advances our brand strategy
- Collaborates with graphic designers and outside vendors on direct mail and advertising text to ensure the best creative product
- Utilizes metrics and data to inform future design

Requirements:

- Pursuing a degree in Marketing or a related field
- Must be able to work full-time hours from late May to early August 2019. The internship may be extended part-time into the fall semester; depending on the availability of the student, the needs of the company, and strong work performance.
- Graduation date of August 2019 or beyond
- Experience writing creative copy for a variety of media such as digital, social, broadcast and print
- Understanding of effective content marketing strategies and integrated brand marketing techniques
- Ability to handle a high volume of creative work under tight deadline pressure

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www.internshipsatcountry.com



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