

## **Position Description**

**Department:** ABIS

**Position:** ABIS Intern

**Job Purpose:** To create ways of getting information, organizing it, and making it useful to others. Also, to support the department's marketing and communication needs.

**Competencies:** Customer focused, action oriented, creative, organized, priority setting, technical learning, written communications, detail oriented, initiative, drive, desire to learn, building effective relationships, accountability.

### **Organizational Relationship**

Responsible to the Department Manager.

### **Job Functions and Responsibilities**

Responsible for data mining information out of an agency data base and books of business.

Research, write, edit, distribute and coordinate production of emails, client communications, prospect communications, newsletters, flash bulletins, post cards, etc.

Create marketing materials.

Create prospect lists by conducting research via internet.

Create charts and matrices.

Manage online tools such as intranet, web page and drives.

Manage and work with Account Executives on "X Dates".

Develop and submit information for press releases, trade magazines, etc.

Work with vendors to select and order ABIS merchandise.

Look for and create ways for others to quickly find information.

Coordinate events such as customer focus groups, booths at trade shows, etc.

Working with insurance carriers to obtain cost sharing for ad's, funds for sales development, merchandise requests, etc.

Research, implement and maintain social media/technology programs which would enhance the department.

Perform other duties and projects as assigned.

**Job Specifications**

Sophomore level college student at a minimum.

Majoring in Advertising, Communications, Public Relations, Agriculture or a Business Related field.

Excellent written and oral communication skills.

Excellent computer skills including but not limited to InDesign, PowerPoint, Word, Excel.

Excellent time management skills.

Self-motivator, who works well independently and takes initiative.

April 2016