

## **Zayo Group**

### **Marketing Communications Intern**

#### **Reports to: Director, Segment Marketing**

#### **Summary**

The Marketing Communications Intern is responsible for supporting the Segment Marketing organization with new and on-going marketing projects, all internal and external communications, monitoring content on website and intranet, and other marcom duties as identified.

#### **Essential Duties and Responsibilities:**

1. Supports creation and distribution of internal and external communications including emails and webinars
2. Aids in the creation of sales letters, brochures, product sheets, trade show flyers, direct mailers, PowerPoint presentations, sales packets, and other external communications, such as press releases
3. Updates the Marketing Timeline/Calendar for both internal staff and the public.
4. Helps rollout a marcom request system
5. Actively participates in group peer review process (i.e. proof reading content)
6. Follows and implements marketing best practices (subject line, layouts, appropriate call to action, etc)
7. Supports creation, management and analysis of results

#### **Required skills, Experience and Education:**

- Currently enrolled in an undergraduate or graduate program with studies focused on marketing and/or communications
- Strong organization, analytical, self-management, project management, digital media/email skills, plus event, print and social networking capabilities
- Sense of urgency to drive results and a bias toward action are imperative
- Ability to write professional copy, have proofreading abilities and have proficient phone skills
- Individual must have experience with Word, Excel, PowerPoint, some experience with the Adobe Creative Suite recommended
- Must be familiar with the workings of social media accounts such as Facebook, Twitter, LinkedIn and blogs
- Have basic knowledge and skills to work with Adobe Illustrator and other common design software tools
- Ability to travel locally to events as needed in order to assist with event set up outside normal working hours

Ideal candidate possesses excellent communication, interpersonal, organizational and time management skills; is a team player, self-motivated and demonstrates creative thought. Must be able to manage a high volume workload effectively, efficiently and demonstrate the ability to multi-task. Candidates must possess a strong work ethic, excellent skills in the areas of analytics, judgment and decision making, with the ability to adapt to change and be willing to work outside of normal business hours occasionally.

**To apply:** Please email your resume and cover letter to: [marketing@zayo.com](mailto:marketing@zayo.com)