



# Lake Restoration, Inc.

12425 Ironwood Circle  
Rogers, MN 55374

LakeRestoration.com  
(763) 428-9777 Phone  
(763) 428-1543 Fax

## PRODUCT SALES / DIGITAL MARKETING INTERNSHIP

This job description outlines the objective, primary responsibilities and/or requirements and qualifications of the Digital Marketing and Product Sales Internship. This position is full time, seasonal, with occasional overtime. The job will start shortly after the school year ends and will end in early August.

**OBJECTIVE:** The Digital Marketing Internship will be responsible for assisting Lake Restoration in the development and implementation of its marketing, business development and public relations plans. This will be accomplished through developing, maintain and expanding marketing channels/ methodologies to the pond and lake community and the public at large.

**REPORTS TO:** Marketing and Sales Manager

### PRIMARY RESPONSIBILITIES (INCLUDING, BUT NOT LIMITED TO):

- Create engaging content and manage Lake Restoration's online presence across social networks including Twitter, Facebook, Pintrest, LinkedIn, YouTube and Google+
- Assist in coordinating various marketing methods including direct mail campaigns, e-newsletters, and monthly contests
- Assist in the development of Lake Restoration's social video profile on YouTube; including assisting in conceptualizing, scheduling, directing and editing video series
- Direct customers, by telephone or chat, to proper product solutions for their individual needs.
- Focus on retention of current customers by untiring the relationship and acts as a sales enable to drive re-purchase loyalty of Lake Restoration products and services
- Assist in the data entry and processing of online, telephone and retail orders by preparing sales slips and receiving payment
- Performs other related duties and assignments as required and assists in various marketing activities, promotions and sales efforts and needed

### KEY QUALIFICATIONS:

- Experience in online marketing, content marketing, community development and/or social media management
- Strong understanding of current online marketing concepts, strategies and best practices including: SEO, e-marketing, content marketing, social media marketing principles and processes
- Must be comfortable writing and sending communication via various social media networks
- Advanced skills using Outlook and MS Office Word, Power Point, Excel
- Strong writing skills with a focus on professional yet creative commentary
- Strong attention to detail and ability to prioritize tasks across projects

**POSITION REQUIREMENTS:**

- Pursuit or completion of Marketing, Business, Communications or similar bachelor's degree.
- Self-directed and motivated
- Hours: Monday through Friday (40 hours per week - Full Time)

**PROFESSIONAL COMPETENCIES:**

- Passion for content and internet marketing
- Outstanding ability to think creatively and identify and resolve problems
- Attention to detail and the ability to effectively multi-task
- Ability to clearly and effectively articulate thoughts and points
- High levels of integrity, autonomy and self-motivation
- Be able to collaborate or work independently
- Excellent analytic, organizational, project management and time management skills
- Strong communication skills, interpersonal skills, adaptability and strong work ethic

**PLEASE SEND RESUME AND COVER LETTER TO:**

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Fax: 763-428-1543

Email: [LRmail@LakeRestoration.com](mailto:LRmail@LakeRestoration.com)

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