



Marketing Assistant Intern Description: Role, Responsibilities, Results, Requirements

Position:	Marketing Assistant Intern
Department:	Marketing & Growth
Reports To:	Launch Manager and/or Marketing Manager
Job Type:	Part-time; UNPAID

Role (Overview of the Position)

Stacy Tuschl, LLC - a High-Performance Coaching & Business Mentorship company - is currently looking for an ambitious Marketing Assistant (unpaid Intern) to join our expanding marketing team. This individual will work directly with the Launch Manager and/or Marketing Manager to help guide and support outbound online activity focusing on lead generation.

This unique and dynamic intern position is a part-time role (with the opportunity to grow into a full-time paid position) and is perfect for an individual who desires to work with a cutting edge company ahead of practical marketing standards. Candidates must be strong in time management, project management, sales and marketing skills, drive nurture and engagement campaigns to warm audiences and facilitate the close during and outside of conversion events.

Responsibilities (Tasks Associated with the Role)

- Setup and testing/tweaking of all funnel steps
- Funnel warm leads and generate new leads via organic and paid traffic for all conversion events
- Funnel warm leads and generate new leads via organic and paid traffic into Facebook community
- Create landing pages and funnels to drive company goals and metrics, as well as, company goals and metrics for our clients
- Weekly email marketing - newsletter, offer emails, etc.
- Co-direct content for all launches and other conversion events
- Launch Assistance: generate leads as well as nurture in Facebook group to bring minimum 20 leads to the close per launch
- Build, manage, and scale Facebook ad campaigns that meet or exceed designated KPIs

- Utilize advanced features within Facebook Ad Manager to improve campaign performance: Pixel, Retargeting, Ad Placements, Ad Targeting, Custom Audiences, and Look-a-like Audiences
- Analyze ad performance and demonstrate a complete understanding of all available numbers in the Facebook Ad Manager dashboard to optimize towards KPIs

Results (Expected Accomplishments)

- List building and community building metrics met by week and by month
- Lead metrics for conversion events met and target cost-per-lead met
- Launch sales results - company and personal
- Weekly social messaging + lead generation metrics met
- Consultations scheduled metrics met
- Sales dollars closed

Requirements (Expected Proficiencies)

- High school diploma or equivalency required
- 2nd(+) year Marketing/Graphic Design/Business/Advertising/Communication major
- Highly analytical, data-driven individual
- Exceptional organizational skills; Strong attention to detail
- Exceptional communicator
- Ability to prioritize and meet deadlines
- Ability to recognize and define problems, collect information, establish facts and implement innovative solutions.
- PAID Facebook ADVERTISING experience (preferred)

This intern description is not all-inclusive and certain activities, duties or responsibilities may be required of the intern as needed.

Interested in this position?

Please send your resume and why you believe you are the best candidate for this internship to:

lori@stacytuschl.com