

# Brother USA - Channel Marketing Internship Opportunity

based in Bridgewater NJ, targeting current Sophomores or Juniors (Rising Juniors/Seniors by the time Summer comes along).

<https://app.joinhandshake.com/stu/jobs/5709941>

## Internship Responsibilities

The **Channel Marketing Intern** will work to create, update, and optimize merchandising and marketing activities with key retailers (Amazon, Staples, Best Buy, Office Depot, Walmart), applying key learnings (from data analysis, collaboration with other marketing teams, or industry insight) to optimize conversion. The individual will gain exposure to a multitude of marketing processes, assets, and materials by managing and implementing images, copy, marketing campaign assets, etc. This position supports eCommerce sales and marketing within Brother's major account portfolio and helps support the customer throughout their journey (from trigger to purchase), using onsite and offsite, search, browse, and display campaigns. The individual will have the opportunity to work cross-divisionally with internal and external partners and will regularly engage with sales teams, product management teams, external agency partners, as well as key stakeholders from Marketing teams.

## Desired Class Level(s)

- Current Junior (Rising Senior by Summer 2022)
- Current Sophomore (Rising Junior by Summer 2022)

## Desired Majors:

- Marketing
- Merchandising
- Business
- Data Science

**Required Qualifications/Skills**

- Strong communication skills (written and verbal)
- Analytical skills, applying data to draw conclusions and provide business insight
- Detail-oriented
- Ability to self-start
- Motivation to learn and ability to work independently after initial direction
- Proficient in Microsoft suite (PowerPoint, Word, Excel)

**Preferred Qualifications/Skills**

- Interest in merchandising and driving sales
- Interest and/or experience with analytics
- Interest in consumer behavior
- Copywriting skills
- Knowledge of internet and digital technologies (SEO a plus)