

Digital Marketing Intern

Integra Optics, one of the fastest-growing companies in the Capital Region, is seeking an intern to support the Marketing team in completing projects and tasks needed to execute marketing deliverables and drive the overarching marketing strategy.

Learning Objectives:

- Learn the various platforms involved in digital marketing.
- Become familiar with the complete marketing process from initial research to development, execution, and reporting.
- Learn how marketing campaigns are deployed.
- Exposure to a variety of marketing tool suites.

Duties/Responsibilities:

- Assist company social media posts (Facebook, Twitter, LinkedIn) to increase visibility.
- Market Research on competitors & customers.
- Assist in all other marketing duties as assigned by manager.
- Build and execute competitive research, benchmarking, messaging development, and audience identification.
- Collaborate with other departments (engineering, sales, etc.) to manage reputation, identify key players, and coordinate actions.
- Planning, building, executing, and iterating on marketing strategies and models
- WordPress Development
- SEO / Google Analytics / Search Console / AdWords
- Tracking results and making data-driven decisions.

Qualifications:

- Excellent writing and communication skills.
- Desired candidate to be majoring in Marketing, Communications, Public Relations, or related field
- Proven ability to manage multiple projects at the same time.
- Self-starter, fast learner, and a team player.
- Has strong knowledge of Microsoft Office, Excel, Word and PowerPoint.
- Strong attention to detail; organized and thorough.



- Professional demeanor.
- Desired candidate will be goal-oriented, creative, and seeking professional growth in Marketing.
- Able to follow instructions and also work independently.
- Ready and willing to have fun!

Integra Optics is the nation's fastest-growing fiber optic solutions provider and the #2 fastest-growing company in New York State's Capital Region, according to the 2014 Inc. 5000 List of America's Fastest Growing Companies. The company continues to expand domestically and internationally, most recently opening a new office inside a renovated airplane hangar in Latham, NY, as well as a new office in Brazil. Integra Optics was voted a 2015 Top Workplace in the Albany-based Times Union newspaper, and as a veteran-owned business, is also the home of the Marine Corps Toys-for-Tots program in the Capital Region.

Interested in this opportunity?

Please send your cover letter and resume to marketing@integraoptics.com