



SUMMER INTERNSHIP

TITLE: Digital Marketing Intern
REPORTS TO: Associate Manager, Digital Marketing
LOCATED: NYC
STATUS: Non-Exempt / Temporary / Part-time

OVERVIEW:

This paid internship will temporarily support the day-to-day operations of the Digital marketing team at International Cosmetics & Perfumes, Inc. (ICP). ICP is the exclusive marketer and distributor of luxury fragrances in North America, with a focus on The House of Creed brand.

This role will provide outstanding client service through proactivity, creativity, and organization. We expect all team members to promote and maintain the intrinsic company culture that fosters the firm's core values of: Transparency, Recognition, Accountability, and Communication.

RESPONSIBILITIES INCLUDE, BUT ARE NOT LIMITED TO:

- Provide digital team with monthly reporting updates, including campaign analysis on delivery, clicks, conversions, trends and ROI.
- Assist with the maintenance of the e-commerce site: uploading images, updating copy, tracking bugs, qa and testing.
- Partnering with our creative team to develop clear and concise creative briefs.
- Propose marketing program and creative ideas for digital marketing campaigns opportunities.
- Research new online opportunities and industry trends.
- Assist with setting up a new brand on multiple digital marketing platforms.
- Create Facebook ads and test audiences and maintain a clean URL tracking list.
- Ad hoc project support as needed

QUALIFICATIONS:

- Must have analytical skills or willingness to learn.
- Excellent organizational skills and attention to detail.
- Must have a consumer oriented and creative mindset.
- Technically savvy, including Google Analytics, Microsoft Word, Excel, and PowerPoint, Mailchimp, Facebook ads and other platforms. Google Ads is a plus.
- Keeps up with the latest digital trends.
- Excellent written and verbal communication skills.
- Skilled at organizing, prioritizing, and managing multiple projects.
- Thrives on work in an entrepreneurial, fast-paced environment while being adaptable to change.
- Is comfortable working with a small team and willing to take on new challenges/opportunities.

This internship will take place in ICP's NYC headquarters from **June 3, 2019** through **August 8, 2019**. Interns will be expected to work **28-32** hours per week, Mondays through Thursdays, and will be paid \$16/hour for hours worked.

Interested qualified candidates should send resume and cover note to: Careers2@icperfumes.com Please review our website for more information: www.icperfumes.com
