



Title: Marketing Intern

Reports to: Senior Manager, Client Services

Location: TBI office, Wheatley, Oxford

Purpose of the internship: to support the TBI Communications team with the smooth day-to-day running of the company, working on both business development and client projects.

The Marketing Intern will work on a range of projects with guidance from the TBI team, and will gain valuable experience across all aspects of marketing. Some of the areas will include:

- CRM system, inputting data, auditing current data, contact research
- Social media channels, content scheduling, channel growth, post results
- Copywriting, blog posts, email campaigns, white papers
- Adding content/updating the website, using WordPress CMS
- eMarketing strategy, monthly eNewsletter creation and deployment, scheduling of content
- Writing client case studies, sending out press releases
- Working on client customer survey, and project completion process
- Competitor and industry research

TBI Communications is a strategic marketing and communications agency working with academic publishers, libraries, technology companies, and professional societies to help them identify and meet their potential through the development and delivery of effective marketing strategies and campaigns.

www.tbicommunications.com