

The SIIA Content Division is currently seeking an undergraduate/ graduate student or recent college graduate to work in a paid internship to support the SIIA's Content Division. Send resumes to employ@siia.net .

About the SIIA and the SIIA's Content Division

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection for more than 500 leading software and information companies. For further information, visit www.siia.net

The SIIA Content Division serves media, publishing and information companies by helping them successfully navigate the dramatic changes in software and technology impacting the content industry. To support growth at all stages, the division provides business development opportunities, critical market information, and public policy advocacy. Our member companies create, publish and deliver content across all online, mobile and digital platforms; produce content-focused software applications and tools; develop enabling technologies; and offer services focused on the content industry. For more information, please visit www.siia.net/content

Duties and Responsibilities

Membership Support:

- Reporting and tracking on membership activity including activity reports, organizations up for renewal, who the division needs to meet with, dues, etc.
- Work with Division Leadership on Membership planning.
- Fill out (with Division leadership) and maintain membership plans for each Content member company and record progress in CRM.
- Develop and manage a member outreach schedule.
- Develop work plans for certain types of companies.

Membership Renewal Support

- Renewal notes – to be customized for each member based on activity.
- Membership participation tracking.
- Quarterly outreach by phone and email to every member with a specific messaging on events, working groups, activities, etc.

Special Projects:

- Working Group and Committee Support.
- CODiE's Award research and program support.
- Membership Database maintenance.
- Market Map research and support.
- New member Blog interviews.
- Keeping membership documents up to date.
- Other projects as needed.

Qualifications/Minimum Requirements:

- Current undergraduate/ graduate student or recent graduate/with writing experience.
- Excellent writing, communication and organizational skills.
- Computer literacy and ability to work with databases, spreadsheets and word processing.
- Ability to work on projects independently and self driven.
- Basic knowledge of HTML/online.
- Overall enthusiasm for learning.