

The Software & Information Industry Association 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 to the leading companies that are setting the pace for the digital age.

The SIIA Marketing Department is currently seeking an undergraduate/ graduate student or recent college graduate to work in a paid internship to assist with day-to-day management of all functional areas of the marketing department including meetings and event content and programming, event marketing, member marketing and the SIIA Codie Awards program.

Job Description:

General Marketing

- Taking on primary responsibility for the distribution of individual email marketing campaigns for 10-12 annual SIIA conferences, as well as numerous other events, webinars, surveys, etc
- Compiling weekly Registration Tracking Reports for annual conferences
- Compiling bounce lists and unsubscribe lists within our email system, if necessary
- Taking lead drafting conference marketing timelines (using prior year as template)
- Researching potential new Industry Partners (our catch-all name for organizations that help us market one or more of our conferences)

- Analyzing revenue brought in by different outlets (sponsors, industry partners, steering committee members, etc.) via promotional codes
- Helping out with social media tactics: LinkedIn, Twitter, Facebook, etc
- Tracking conference room blocks with hotels
- Helping to research NYC and SF venues CODiE Awards Marketing
- Researching and compiling lists of non-member companies for marketing purposes
- Researching public relations firms that focus on content, education tech, and software industries
- Conducting social media outreach
- Helping to compile lists of industry executives to reach out to for judging
- Assisting in email marketing campaigns to potential nominees/judges, as well as confirmed nominees/judges
- Following up with finalists and winners about providing testimonials for the SIIA blog and CODiE Awards website and other items that arise

Qualifications/Minimum Requirements:

- Current or recent graduate/undergraduate student
- Excellent writing, communication, and organizational skills
- Computer literacy and ability to work with databases, spreadsheets and word processing
- Knowledge of Exact Target and/or Microsoft CRM very helpful
- Ability to work on projects independently

This is an ideal position for someone seeking a career in marketing, social networking, and/or events.