

### Marketing, Events and Awards Intern (Washington, DC)

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 to the leading companies that are setting the pace for the digital age.

The SIIA Marketing Department is currently seeking an undergraduate or 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, marketing data/reporting, event marketing, member marketing and the SIIA CODiE Awards program.

Responsibilities:

#### General Marketing

- Taking on tactical 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, unsubscribe lists, open rates, market segmented list recommendations, and other essential data within our email CRM system, as well as data related to our web site.
- Developing executive analysis / reports based on CRM system data and other tracking mechanisms that articulates success rates of for all marketing vehicles used – including email, print, social media, web site, etc. Also working to compare SIIA marketing data/stats against industry measurements for success.
- 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, and compiling reports to outline these revenue streams
- Assisting with social media strategies and tactics: LinkedIn, Twitter, Facebook, etc.
- Tracking conference room blocks with hotels
- Assisting with research of conference venues across the US and abroad and articulating options, costs, and analysis of venues based on association and constituent needs

#### 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 contact for awards judging opportunities
- Assisting in email marketing campaigns to potential nominees/judges, as well as confirmed nominees/judges
- Maintaining 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 Core Motives and/or Microsoft CRM systems very helpful
- Ability to work on projects independently

This is an ideal position for someone seeking a career in marketing/analysis, social networking, and/or events. Please apply if you're interested in a working in a collaborative, team-oriented environment where you'll learn beneficial career skills while enjoying your work!