



MARKETPLACE INTERN

Ecommerce Marketing and Strategy

Description

The Barbershop Harmony Society is looking for a qualified intern to assist with our Marketplace (eCommerce) team. Our department produces and sells merchandise and music on our ecommerce site and at our events. We are seeking an intern who can assist with copywriting for our eCommerce site and developing copy for our email marketing campaigns and other communication tools. Additional tasks may include product development, uploading content to our shop site, and attending team meetings.

This intern should be prepared to work in a team-oriented environment, and will finish the internship having gained broad experience in various aspects of eCommerce marketing and strategy, product development, music sales, warehouse management and fulfillment.

Responsibilities

- Assist Marketplace Director with website page creation, writing product descriptions, uploading photos, and connecting related products.
- Assist with developing content for email marketing campaigns, magazine articles, and website..
- Assist with uploading music content for website, including digital files (.pdf) for sheet music and digital learning tracks (.mp3).
- Assist with Marketplace sales at July Harmony University event (if available).
- Assist with eCommerce marketing leveraged through the ecommerce site platform.

Requirements

- Demonstrated excellent verbal and written communication skills.
- Proficiency with Google Office and MS Office applications.
- Marketing, Communications, Advertising, or Business major preferred.
- Love of music and singing is a plus!



Internship Outcomes

At the end of this internship, you will ...

- Gain experience developing marketing.
- Have a basic understanding of ecommerce marketing and strategy.
- Understand product development for multiple audiences.
- Be able to analyze the results of email campaigns and how to use the decisions to drive strategy and campaign improvements.
- Have a portfolio of published email campaigns and work samples.

HOW TO APPLY

The Barbershop Harmony Society is pleased to offer a variety of internships to those wishing to experience the inside world of a not-for-profit business. Interested candidates are invited to submit a letter of interest and résumé. You must apply online to be considered. Résumés sent by email or mail are not considered applications.

Apply online:

<https://barbershopharmonysociety.submittable.com/submit/112185/2018-barbershop-harmony-society-internship>

Barbershop Harmony Society
Megan Henderson, Internship Manager
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Because this is an internship, you may discontinue the internship at any time for any reason, and the Barbershop Harmony Society may discontinue the internship for any reason not prohibited by law. There is no guarantee of continuous employment because of your volunteer work with us. As an intern, you will not be a company employee. Therefore, you will not receive a salary, wages, or other compensation. In addition, you will not be eligible for any of the employee benefits that company employees are entitled to, including, but not limited to, health insurance, vacation or sick leave, paid holidays, or participation in the BHS retirement plan. During your internship you may come across confidential business information. By accepting this internship offer, you acknowledge that you must adhere to our confidentiality policy. In addition, upon conclusion of your internship, you must return all company-owned property, equipment, and documents, including electronic mail or other information.