



200 Cummings Center, STE 273D Beverly, MA, 01915

Job Title: Digital Marketing Intern

About Craft Sports:

CRAFT is a Swedish brand specializing in clothing for endurance sports where performance and comfort are crucial for a good result. Combining a true love for endurance sports with a genuine textile heritage and a dedicated organization that dares to think big, we design, develop and manufacture cutting-edge apparel and accessories for Olympic champions and everyday heroes.

Position Summary:

We are looking for a digitally minded entrepreneur who is fluent with all aspects of digital marketing. Your world revolves around the digital ecosystem that includes developing compelling content for the brand's email, social and other online channels. You can think creatively and enjoy the analytics that drives a successful campaign while not being afraid to nerd-out on some reporting of each. But like an entrepreneur or marketer your role varies and includes supporting the brand's events, tradeshow and wearing Viking costumes.

What you can expect:

- Work closely with the Marketing team on supporting the overall marketing plan. This means, like everyone else at Craft, you will wear many hats, including a Viking hat.
- Coordinate the day to day operations of the marketing calendar.
- Monitor and report on all online channels including website, online retailers, email, social, Facebook ads and Paid Search.
- Attend regional events/tradeshows and represent the brand professionally and creatively.
- Support the marketing and sales team by monitoring the brand's representation on our online retail partners.
- Participate and actively contribute your own creative ideas.
- Thrive in a fast-paced, high pressure culture that expects great things every day.
- A deep learning of all things Swedish including our recipe for Swedish meatballs.

Your Toolkit:

- Experience and interest within digital landscape that includes familiarity with website's CMS, email marketing and the social media environment.
- Have a mindset built around storytelling, community engagement and spreading the word of Craft.
- Been a part of social media beyond your personal channel. (i.e. school's club, team or family business.)
- Strong written and communication skills.
- Think creatively and execute analytically.
- Interest to learn about passion driven industries including cycling, running, skiing and outdoor.
- Available a minimum of 25 hours a week

Location:

- Within a reasonable distance from Beverly, MA. Remember, there is traffic.

Still sounds good? To apply:

- Email resume to info@craftsports.us and please tell us why you should be one of our new interns to with DIGITAL MARKETING INTERN in subject line.