



## ANTIQUÉ CANDLE CO.™

*farmhouse soy candles*

Antique Candle Co.™ is seeking an enthusiastic, hardworking, and friendly individual to join our team full time (approx. 38 hours/week) as **Marketing Intern** for the Summer of 2020. The Marketing Intern will be part of a robust, fast growing e-commerce business that generates \$5M in revenue annually. The intern will be immersed and fully trained in all aspects of social media, email marketing, customer service, and various marketing channels. Shift hours will primarily be Monday – Friday, 9 am – 5 pm with some evening or weekend shifts based on schedule.

DATE: May 2020 – August 2020

PAY: \$16 / hour

LOCATION: Lafayette, Indiana

### **The role of Marketing Intern will provide you with:**

- A robust understanding of marketing innerworkings of an e-commerce business
- Experience building efficient marketing channels
- Knowledge of marketing fundamentals: sales trends and channels, Business-to-Business and Business-to-Customer e-commerce, promotional strategies
- Practical experience in the marketing and manufacturing industries
- Opportunity to grow with our company

### **Primary Job Responsibilities:**

#### **Engage a thriving candle community through various marketing channels**

- Drive total company sales by understanding and assisting in various marketing channels such as email marketing, customer service, and social media marketing
- Assist in developing, designing, and implementing marketing strategies for new product launches and promotions
- Create value-added content including relational copy used in emails, advertising, and social media
- Build a robust community to create deeper customer loyalty via email and social media
- Communicate and collaborate with Instagram Manager, Social Media Director, and CMO on how to best overserve followers and subscribers
- Engage community by promptly and accurately responding to retail customer inquiries from website, social media, and email
- Analyze and report on various marketing channels such as email marketing, customer service, and social media



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### **Adhere to brand vision and message established by CEO and CMO**

- Assist Marketing managers on special projects
- Contribute to weekly Marketing meeting to grow sales and community engagement
- Partner with Director of Social Media and CMO to fulfill social media vision

### **Secondary Job Responsibilities:**

#### **Partner with Operations Manager – Production to help achieve candle making goals and deadlines**

- Brainstorm new ideas for efficiency and flows and communicate to Operations Manager - Production
- Hand pour candles quickly and efficiently
- Label and clean candles with aesthetic care
- Keep stock organized and easily accessible for shipment
- Wick jars in preparation of pouring process
- Mix proper fragrance oils with wax

### **Extra Benefits:**

- 50% discount on all candles
- \$100 monthly candle allowance

### **You are a good fit if you are / have:**

- Attention to detail
- Attentive to customer concerns
- Excellent written and verbal communication skills
- Fast, fun, and friendly attitude
- Strong problem-solving skills
- Strong work ethic
- Self-starter

Please send your resume (PDF format) and any other pertinent information to Tori Stevens, email [tori@antiquecandleco.com](mailto:tori@antiquecandleco.com). Thank you for your consideration!