

Branding Strategy Internship

Dream on Purpose, Inc. is in search of a Brand Strategy Intern to generate strategies that increase brand awareness, improve audience engagement and drive growth.

P.O. Box 142003
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info@dreamonpurpose.org
DreamonPurpose.org

The Brand Strategy Intern should have a strong grasp of current marketing tools and strategies and possess the ability to uncover audience insights and deliver innovative marketing campaigns. This internship position will work closely with the marketing team, Dream on Purpose's leadership team and potentially vendors to launch campaigns on time and within budget. The Brand Strategy Intern will report directly to the DOP President.

Responsibilities:

- Analyze how our brand is positioned in the market, includes capturing analytics, SEO and market research
- Ensure that the organization's vision, mission, goals and strategies align with its brand
- Translate brand strategies into a branding plan, which include brand positioning and go-to marketing strategies
- Lead creative development and create motivating stimulus to get targeted population to "take action"
- Measure and report performance of all marketing campaigns, and assess against organizational goals
- Monitor market trends, research targeted audience markets and partner activities to identify opportunities, key issues and areas of improvement
- Oversee marketing and advertising activities to ensure brand consistency
- Work with the marketing team to brainstorm new and creative growth and engagement strategies
- Work with the Digital and Event Marketing Interns to:
 - Plan and execute all web, SEO/SEM, marketing database, email, social media and display marketing campaigns.
 - Design, build and maintain our social media presence
 - Utilize strong analytical ability to evaluate customer experience across multiple channels
 - Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate and more
- Perform additional relevant duties as assigned

Requirements:

- Earned or currently earning a BS/MS degree in marketing or related field
- Demonstrable experience in leading and managing marketing campaigns and personnel, such as identifying target audiences and devising campaigns that engage, inform and motivate
- Documented creativity in developing marketing campaigns
- Excellent understanding of the full marketing mix



- Proven ability to develop brand and marketing strategies and effectively communicate recommendations to executive management
- Strong analytical skills, data-driven thinking and work ethic
- Advanced communication and interpersonal skills
- Strong interest in staying up-to-date with latest trends and marketing best practices

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