**SALES & MARKETING INTERN**

The sales & marketing Intern will see firsthand the role of the parts, service, sales, and precision technology departments and how each plays a role in the profitability of the business. Throughout the summer, the intern’s main project is to create a marketing plan to grow the sales of a specific parts product while maintaining a marketing budget. The intern will rotate between parts, sales, and service and will work on other projects to lead in improving overall business goals.

**Dates:** May to August - 12 weeks

**Location:** Bane-Welker store territory

**Education Specifications:**

* Freshman, Sophomore or Junior Status
* Major in Agriculture Business, Communications, Agriculture Systems Management, or similar Agriculture/Business major

**Principal Responsibilities:**

* Collaborate with all departments at territory store to select a parts product to promote and sell
* Build marketing plan to promote and grow the sales of selected product, while utilizing an allotted budget
* Track marketing budget spent to promote selected products
* Analyze the effect of marketing dollars on profit margin generated
* Manage assigned projects while working to improve business objectives
* Develop and lead new projects in various departments to reach business objectives
* Facilitate shadows with employees to experience each department
* Communicate project updates and timelines to managers
* Utilize various business systems to gather data and analysis for projects
* Review and recommend growth opportunities throughout the assigned territory

**Requirements of Position:**

* Strong written and verbal communication skills
* Willingness to learn and develop in new areas
* Ability to be a self-starter
* Present to large group of professionals with poise
* Ability to solve problems accurately and efficiently in a fast- paced environment
* Strong interpersonal and customer relations skills
* Ability to travel for work related assignments
* Basic knowledge of agriculture equipment
* Ability to analyze and interpret sales reports

Reports to the Territory General Manager

Bane-Welker Equipment reserves the right to modify, interpret or apply this job description in any way the company desires. This job description in no way implies that these are the only duties to be performed by the employee occupying this position. Employees are required to perform any other functions or duties assigned to them by management. This job description is not an employment contract, implied or otherwise. The employment relationship remains “at-will”. Listed are just some of the additional requirements: sitting, standing, climbing, lifting, grasping, reaching, stooping, and crouching, speaking, listening and motor coordination skills.

**Acknowledgement:**

I have read and understand the above job description and believe it to be complete and accurate. I understand that Human Resources may change this job description at any time.

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Sales & Marketing Intern Date

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Student Programs Date