



Internship Role Description for Upward Mobility Scholar Applicants

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| Hosting Organization: | Weichert Workforce Mobility | | |
| Role Title: | Marketing Intern, Graphic Designer | Number of roles available: | |
| Available to (select any that may apply): | College students (2022/23 school year): Freshman <input type="checkbox"/> Sophomore <input type="checkbox"/> Junior <input checked="" type="checkbox"/> Senior <input checked="" type="checkbox"/> | | |
| Internship Work Address: | 120 Longwater Drive, Norwell, MA 02061 | | |
| Work location & office COVID protocols | All in person <input type="checkbox"/> All virtual <input type="checkbox"/> Flexible/hybrid <input checked="" type="checkbox"/> If not virtual, COVID vaccines required? <input type="checkbox"/> Masks required in the office? <input type="checkbox"/> If the intern is local, in-person orientation meetings will occur at HQ office. Otherwise, the internship can be conducted virtually. | | |
| If COVID distance restrictions persist, will internship proceed this summer? | | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Mission of Program: | Our Marketing Intern in graphic design will gain valuable team project experience and have the opportunity to manage individual projects and build your portfolio. | | |
| Anticipated Start Date: | June 13, 2022 | Anticipated End: | August 19, 2022 |
| Number of weeks: | 10 | Hours per day: | 7.5 |
| Workday starts at: | flexible | Workday ends at: | flexible |
| Hiring Manager's Name/Title: | Tim McCarney, Marketing | | |
| Hiring Manager's Email: | tmccarney@weichrtwm.com | | |

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| Host Org's website: | http://www.weichertworkforcemobility.com |
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| Internship Summary: |
| Primary duty will be designing creative and engaging graphic communications for print and web. |
| Essential Responsibilities of the Role: |
| <p>List the duties and responsibilities can include (but are not limited to):</p> <ul style="list-style-type: none"> ● Assist with cascading of new brand elements across various collateral ● Design a broad range of marketing/communication collateral, including brochures, direct mail pieces, posters, flyers, and other marketing materials as needed. ● create and edit graphics for website and social media (in Photoshop) ● edit video (in Premiere) ● Update colleagues bios and one-page product descriptions ● Work with colleagues to update LinkedIn Profiles; promote sharing of content ● Oversee headshot photo shoot ● Update corporate web site copy ● Assist with other graphic design projects as needed |

Knowledge and skills required:

Preferred Skills

- Current enrollment in a 4-year graphic design or illustration degree program
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Wix (Community intranet)
- Creative mindset to be able to bring a design to life with simple instructions and work within our defined style guidelines
- High level of accountability and ability to work well both independently and as a part of a team

What does success look like for the intern at the end of the summer:

At the end of this internship, our intern will have a deeper understanding of how MarCom helps drive corporate strategy and business results, and a portfolio of creative materials that have been used to help engage talent leaders from some of the world’s most respected companies. Our intern will also have higher confidence in her/his work and creative skillset and be better equipped to make the jump to full-time employment.

Training Program

All Upward Mobility Interns will participate in group training for knowledge development in the Global Mobility industry. Training to occur over a series of virtual training sessions across intern program participants.

Prepared By:

Amy

Date:

Date