International Marketing Assistant Intern

About Imex Management

Imex Management, Inc. is the official North American representative for a host of leading overseas trade exhibitions serving the food and beverage, oil & gas, construction equipment and animal processing & production industries. Our mission is to promote and facilitate participation in these events of U.S. exporters and buyers.
For more information on our company, please visit our website www.ImexManagement.com

Internship position details

Title: International Marketing Assistant
Industry: International Trade Exhibitions
Compensation: Unpaid
Start Date: January 3, 2012
End Date: Flexible based on candidate’s availability
Hours per week: 15-30 or more as needed for credits

Description: Qualified individual will assist project managers in the research and promotion of international tradeshows to the U.S. food & beverage, construction equipment, oil & gas, Animal Production and Processing and smart card industries.

Details of Responsibilities and Tasks:

- Maintain and update the company’s database on Microsoft Access
- Learn the basics and benefits of International trade, exhibitions, marketing promotion, new market entry, sales increases, etc.
- Marketing research and direct mail pieces (print and electronic)
- Public Relations support and utilizing advertising tools in an American organization dealing with foreign market promotion and marketing events.
- Telephone follow-up
- Related duties include company website management, exhibitor brochure and directory preparation

Requirements:

- International Business or business-related major
- Strong written and verbal communication skills
- Proficiency in MS Office (Word, Outlook, Excel & Access)
- Familiarity with the internet
- Strong research and telephone skills
- Good organizational skills

Incentives: Gaining experience, knowledge and credits (if applicable) relevant to your major.

How to Apply

Send a cover letter and resume to apply for this position. Applications will be accepted between 11/8/11 and 12/16/11

Interested candidates should contact:
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