Looking for a fast-paced, energetic student with a flair for thinking outside of the box!! This marketing position is meant for a self starter who is an effective communicator (both written and verbally). Proficiency in PowerPoint, excel, web-based research and must have a basic understanding of consumer marketing and branding.

Looking for someone who is:

- highly motivated
- willing to do demographic research
- good communication and interpersonal skills
- tact and creative

Objective: To help promote the local and national branding of educational materials and books written by Children’s Author, Kimberly P. Johnson while learning skills related to marketing, advertising and promotion.

WEBSITE: www.simplycreativeworks.com

Hours: 12-18 hours per week. Schedule is negotiable. A lot of the work can be done from your home. May require a weekly meeting with author to update on progress of projects.

Compensation: Internship position is not compensated, however there is a small stipend of $300.00 provided for any travel related expenses. In addition to gaining invaluable real world experience, intern will need to complete any required paperwork to receive college academic credit. Intern will also receive a set of autographed books. This internship will give you a grasp of the publishing industry and how branding helps promote the success of book/media.

QUALIFICATIONS INCLUDE: An eagerness to learn and gain experience in the PR/Marketing side of the publishing industry. Must be a team player, creative thinker, possess excellent interpersonal skills, and great attention to detail. Applicant must have ability to multitask efficiently and change gears quickly.

Supervisor: Kimberly P. Johnson, Author and Motivational Speaker
Daisy Burroughs, Internship Coordinator

Eligibility & Submission:
- Students interested in the field of marketing/communications/public relations
- Cumulative GPA of 2.5 or above
- Web design/graphic design background
- Resume with cover letter, Cover letter should include what student hopes to gain from internship
- Submission of requirements to Winthrop’s College of Business for academic credit

DUTIES:
- Research the target demographic audience (educators, parents)
- Research education and business arenas online (day care centers, public elementary schools, literacy organizations, etc) for contact and promotion of materials
- Help plan and implement marketing strategies to involve educators in product concepts/purchase
- Help create or suggest ideas for company website, brochures, bookmarks, press releases and other promotional items which correlate with products
  *There will be much freedom and flexibility on the creative side – the more creative ideas the better.*