



**CETUSA**  
Council for Educational Travel, USA

## **Trainee/Internship Program Offer**

### **(10968) Marketing Program – Miami Beach, FL**



**Hours:** 32-40 hours per week

**Program Duration:** 12-18 months

**Compensation:** \$15.00-\$17.00 per hour

**Number of Position Offered:** 1

#### **Host Company Description:**

The host company is a prominent law firm specializing in personal injury and immigration law. Founded by attorneys who are passionate about advocating for their clients, the firm is known for its commitment to providing personalized legal services and achieving favorable outcomes.

#### **Position Description:**

- Create online content (newsletters, email materials, promotional campaigns, online events, etc.)
- Maintain consistent voice and brand for the firm through creating and editing new and existing documents
- Write for and maintain content for communication-based web properties (marketing automation, nurturing sequences, landing pages, blog pages, customer support area, advertisements, microsites, social media platforms, marketing emails, etc.)
- Manage all corporate blogs and social media content
- Monitor and respond professionally to questions, reviews, and comments from users across social media accounts and discussion groups
- Identify, analyze, and optimize messaging, testing results, and reporting performance changes
- Liaise with Marketing, Design, and Web Developer teams to optimize all aspects of web

#### **Applicant Qualifications:**

- To apply for the **Internship** program, applicants must be full-time university students with academic focus in **business/marketing** studies OR have graduated less than 12 months from the internship begin date.
- To apply for the **Trainee** program, applicants must hold **business/marketing** degrees and have least 1 year of professional work experience related to the degree, OR be career professionals of 5 or more years of professional experience in this field
- Proficient in social media networks and marketing techniques

#### **How to Apply:**

1. Submit a professional resume with a professional photograph
2. Indicate availability dates (start and end dates)
3. Indicate this offer number and title