

## **MARKETING INTERN DUTIES**

- Upload content into EMS
- Sales Conference Power Point slides
- Collate Sales Conference Notebooks and/or sales kits (MAPPS, AQs, Chapter samples, TOCs, etc.)
- Help with Bookends newsletter for July/August, brainstorm new sections
- Use Sendible to post select content from our books and/or promo content
- Manage Info@WBPemail
- STJ Online Newsletter coordination (AH)
- Miscellaneous mailings (covers, postcards, Elements, FIF)
- Pull together copy and art direction for post cards, bookmarks and business cards
- Author mail
- Magazine searches (ads, reviews, articles, etc)
- General filing & Budget Filing
- Post Sneak Peek selections
- Backlist Book Spot book list
- Frontliner Program coordination
- Research online marketing tools: apps for iphone, apps for Facebook, new website to push content or banner ads
- Brainstorm ways to bring new audience members to our site, to our facebook/twitter pages, to our author's social media outlets
- Research / Brainstorm marketing to youth (highschool & college)
- Log Jane Kirkpatrick Auroa names into spreadsheet
- Log remaining Pastor Resources names from OMTL campaign