



High Growth Company Seeks Marketing Intern

Company Name:	Trion™
Position:	Marketing Internship
Department:	Marketing
Location:	Conshohocken, PA

A Trion Marketing Intern testimonial:

“My marketing internship at Trion was a unique experience because I gained comprehensive marketing knowledge in all areas: advertising, PR, communications, management etc. Unlike other internship opportunities, I had the ability to interact and work with senior level professionals who were interested in my understanding and education. By observation and interaction I learned the functions of the business world and marketing professions. I am confident that my internship at Trion will be a great asset to my future career”.

- Alyssa Peterson, Saint Joseph's University, Class of 2008

About the Company:

Trion™, one of the nation's largest privately-held benefits firms, advises clients on the strategy, design, financing, delivery, communication, ongoing planning and management of all health and welfare programs. Trion™ is the premier benefits consulting and broker organization serving the healthcare industry. and is currently looking for an intern to support the development and execution of marketing programs. For more information about Trion™ visit www.trion.com.

Reporting Relationships:

The Marketing Intern will report to the Director of Marketing. He/she will work to support all advertising, marketing, public relations and sales initiatives. The selected candidate will be responsible for the development and growth of several projects and empowered to lead and make decisions.

Summary of Responsibilities:

OVERALL

The *Marketing Intern* must have an entrepreneurial spirit and be interested in learning how to build businesses from the ground up. They must have the insight and initiative to take concepts and ideas from the infancy stage through final implementation and execution. This position will help to support key market segments and promotional opportunities via strategic planning and insights. This individual must have a real understanding of marketing, be confident and resourceful.

If you are excited about developing, presenting, selling and executing marketing plans, programs and promotions; and are hungry for experience and success, this may be the opportunity for you.

GENERAL POSITION OVERVIEW

- Research, develop and implement sales and marketing strategies related to specific market, brand and product initiatives.



- Communicate Trion's™ vision throughout all aspects of the business and with key stakeholders to ensure all client expectations and objectives are achieved.
- Develop effective and executable marketing promotions grounded on consumer/customer insights.
- Conduct research in an effort to provide competitive and customer insights that will translate into marketing opportunities that will yield real results: brand building, customer take away, program performance, and profitability.
- Develop and implement cost-effective, grassroots, street-level marketing campaigns to build awareness and sales of our brands/products within all viable business areas.
- Identify key market segments and opportunities for selling new services to established customers and ensuring customer retention.
- Determine project components including: strategy, objectives, concepts, tactics, timing and costs.
- Negotiate with third party properties, events, manufacturers and organizations.
- Develop and forecast budgets.
- Other related duties as assigned.

SPECIFIC PROJECT OVERVIEW

- Marketing materials projects – Assist and support the development of sales and marketing collateral materials
- Direct marketing projects - Support strategic analysis, development and project management from concept through roll-out
- Interactive project - Support strategic analysis, development and project management from concept through roll-out
- Event marketing – Assist in the development of an event strategy, initiative and components inclusive of project management and execution
- Public relations – Assist in the development and support public relations plan

What You'll Learn:

Under the direction of the Director of Marketing, the right candidate will be able to take key learning's from Trion™, marketing research, academic classes, and training, synthesize it and develop integrated, effective, executable, and measurable programming. Key takeaways include:

- Marketing program development
- Project management
- Marketing management (program and brand development)
- Website strategy and development
- How to work in team environments

Qualifications:

- Candidate must demonstrate high level of integrity, common sense, and professional maturity.
- Must be a marketing major and have knowledge of basic marketing principles
- Demonstrate the core competencies of Trion™: innovative outlook, strategic thinking, power of analysis, ability to communicate, leadership capability and the ability to drive change.
- Ability to subscribe to and support the Trion™ model, corporate values and cross-functional teams.
- Proven ability to perform and work independently or in team environment.



- Outstanding communication skills – oral, written, presentation, computer
- Creative self-starter.
- Strong organization and problem solving skills.
- Computer literate (MS Word, Excel, PowerPoint, MS Project and Publisher a plus)

Compensation:

This position is unpaid but offers the right candidate the opportunity to work with leading sales and marketing professionals to gain real world experience that will prepare them for entry into the workforce in any size organization.

Next Steps/Follow Up:

If you are looking for an opportunity to join a company that offers great learning, personal and professional growth potential, and a position that is both challenging and rewarding, we would like to hear from you. For immediate consideration, please send a resume to jobs@trion.com.