

Job Description

Marketing Intern

Location – Dayton, OH

Company Overview

Software Solutions, founded in 1978, is a leading provider of comprehensive computerized systems for local governments and utilities. As a 100% employee-owned company since 2004, we foster a culture of teamwork, collaboration, and pride in ownership. We are dedicated to the success of our clients and our company, serving public sector organizations with a suite of cloud-based financial software solutions.

Job Summary

We are seeking a dynamic and motivated Marketing Intern to join our team in Dayton, OH. This hybrid role offers the unique opportunity to work both on-site and online, providing flexibility and a comprehensive learning experience in marketing. As a Marketing Intern, you will assist in various marketing initiatives, including content creation, data management, and event planning to promote our public sector accounting software and other solutions.

The internship is a 12-week program. You will work onsite Monday through Wednesday from 10 to 27 hours per week. You will get certified in HubSpot Marketing, train in IMPACT+ and StoryBrand methodologies, and learn and practice different aspects of marketing: social media, video, print marketing, events, website management, contact management, campaign creation, email marketing, and more.

Possible Responsibilities

- Assist in the creation and execution of marketing campaigns to promote our government financial management tools and public sector ERP solutions.
- Help develop content for our website, blog, social media, and email newsletters, focusing on topics such as municipal budgeting software, accounts payable automation, and government HR management solutions.
- Conduct market research to identify trends and opportunities in the public sector software market.
- Help maintain and update our customer relationship management (CRM) system.
- Collaborate with the sales and product teams to create compelling marketing materials and presentations.
- Support the planning and execution of events, webinars, and trade shows.
- Assist in the management of our social media channels, including content scheduling and engagement.
- Perform other duties as assigned by the Marketing Manager.

Qualifications

- Currently enrolled in a bachelor's or master's degree program (or recent graduate).
- Strong interest in marketing industry and a desire to learn more about the field.
- Excellent communication, written, and verbal skills.
- Time management skills and the ability to prioritize tasks.
- Collaborative mindset.
- Proficiency in Microsoft Office Suite.
- Optional: Proficiency in various software related to the departments, such as HubSpot, Canva, ConnectWise, Zoom, Vimeo, YouTube, Adobe Suite, etc.

To Apply: Send Resume to dbergey@mysoftwaresolutions.com

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.

Equal Opportunity Employer Statement: Software Solutions is an Equal Opportunity Employer. This company does not and will not discriminate in employment and personnel practices on the basis of race, sex, age, handicap, religion, national origin, or any other basis prohibited by applicable law. Hiring, transferring, and promotion practices are performed without regard to the above-listed items.