INTERN: MARKETING ANALYST

Posting ID: IN1810255E

Company: IMI Precision Engineering

Position Type: Part-Time

College Major(s): Civil Engineering (CEE), Construction Management (CEM), Electrical/Computer Engineering (EE/CpE), Computer Science (CS)


Work Location: Las Vegas, NV

Salary: DOE

College Level(s): Undergraduate-Freshman, Undergraduate-Sophomore, Undergraduate-Junior, Undergraduate-Senior

OVERVIEW

Support product management programs and projects for effective and timely implementation in support of the company’s growth strategy. Routine functions will require strong technical, analytical and creative abilities. Tasks will typically include research, project management as well as marketing duties.

Roles and Responsibilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Gather data on industry and macroeconomic trends and forecasts for analysis.
- Study competitor product offerings and draw comparisons to IMI’s product offering and report back to management.
- Proficient with data analysis programs, such as Excel, and able to identify trends in large sets of data.
- Perform specific and limited portions of a broader assignment of experienced marketing staff.
- Develop and execute project plans and recommendations with management approval and guidance.
- Design marketing communications and publicity activity through exceptional presentation via audio/visual, photography, trade show and print/electronic media to ensure high impact promotion and representation of IMI products.
- Execute marketing communications projects from plans and specifications provided by senior staff using internal and/or external suppliers.
- Ensure that marketing communications are maintained and coordinated consistent with corporate identity and the goals, objectives and budgets of IMI.
- Limited exercise of judgment and supervision required.
- Other duties as assigned.

Marian Mason | Internship & Career Services Coordinator | coecareer@unlv.edu | https://unlv.edu/engineering/jobs

UNLV, Howard R. Hughes College of Engineering
Education and Qualifications

● Familiarity with online marketing tools preferred.
● Good written and oral communication skills required.
● Ability to execute many projects at once, coordinate corporate events, and use creativity and initiative to fulfill job duties.

Preferred Skills

● Proficient in MS Office Suite (Word, Excel, Power Point and Outlook).
● Experience with Adobe suite (including InDesign, Illustrator, Photoshop) a plus.
● Mailing software (such as Pardot) and CRM software (such as Salesforce or Pivotal) a plus.

How to Apply

Please send your resumes to Ganiyat Nurudeen at Ganiyat.Nurudeen@imi-precision.com.