

## Job Description

<b>Position</b>	Marketing Communications Generalist Intern
<b>Department</b>	Marketing
<b>Status</b>	Part Time/Temporary
<b>Pay Status</b>	Negotiable
<b>Reports to</b>	Director of Marketing
<b>Location</b>	Fineline Printing Group, 8081 Zionsville Rd, Indianapolis IN 46268
<b>Work Period</b>	Spring Semester 2012 (20 hours per week); summer 2012 (20-40 hours per week); Fall Semester 2012 (20 hours per week)
<b>Preferred Areas of Study</b>	Marketing, Advertising, Public Relations, or Journalism

### **Description of Role and Company**

Fineline Printing Group is one of the largest commercial graphics manufacturers and mailing providers in Indiana. Started in 1981, Fineline remains a privately-held, minority-owned business certified by numerous local, state, and regional agencies. Fineline is also certified to ISO 9001:2008 standards and HIPAA compliance. Their 56,000 square foot manufacturing facility is located in northwest Indianapolis and houses some of the most state-of-the-art equipment in offset, digital, and large format printing.

### **Job Responsibilities**

- Assist the development, implementation, and maintenance of internal and external marketing communications, including email campaigns, sales materials, online advertising, and the company website. This will include:
    - Creating and distribute e-marketing communications
    - Case studies and sales aids
    - Direct mail campaigns
    - Monitoring and track business leads generated by marketing efforts
    - Monitoring and analyze website stats and generate executive reports
    - Search engine optimization
    - Updating content on the website
    - Researching topics (largely through the Internet and industry publications)
    - Coordinating production of collateral
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- Maintain complete, timely, and accurate files on all project work
- Assist in department's organization/reorganization and creation of files, resources, and standard operating procedures
- Guide special projects as assigned

### **Technical Skills Required**

- Microsoft Office applications (specifically Word, Excel & PowerPoint)
- Some familiarity with .html and/or the Adobe Creative Suite (including InDesign) preferred but not necessary

### **Minimum Requirements**

- **Education and Experience:**  
Two or more years in a college curriculum required, ideally as part of an advertising, marketing, journalism, or communications major. Any previous internship or work experience in these areas is a considerable plus.
- **Skill Summary:**
  - Excellent written communications skills, especially grammar, proof reading, comprehension, etc. Copywriting experience is a plus
  - Self motivated
  - Ability to work with minimum supervision
  - Ability to manage and prioritize multiple projects
  - Detail oriented
  - Capability to assimilate and organize large amounts of information
  - Problem solver
  - Flexible
  - Willingness to learn

Please send resumes to [Resumes@FinelinePrintingGroup.com](mailto:Resumes@FinelinePrintingGroup.com). Fineline Printing Group is an equal opportunity employer.