



# WEB MARKETING AND PROMOTIONS INTERNSHIP

ORONO • ME      BAR HARBOR • ME

Acadia Mountain Guides, Inc. offers a number of internship opportunities for qualified college and high school students interested in retail business management, marketing, website management, climbing instruction, outdoor leadership and guide service operations. Yes, we are still a place where you can do it all! You will be making real decisions with real consequences. You will be expected to be very motivated, a solid self-starter, detail oriented and willing to work a full schedule. In return, you take home many new skills, experiences and insights that will prove beneficial throughout your career.

Alpenglow Adventure Sports, founded in 1986, is a division of Acadia Mountain Guides, Inc. Alpenglow is a true outdoor and mountaineering store that maintains the flavor and tradition of a classic mountain shop run by active alpinists and outdoor enthusiasts. We sell what we know and we want shopping to be fun and educational.

## **Web Marketing and Promotions Internship**

Based in Orono or Bar Harbor, ME the On-line Marketing and Promotions Intern will further our electronic marketing presence through mailing list management and social media efforts such as Facebook and Twitter. This internship will also handle other general marketing duties.

This is an unpaid internship requiring 8 to 40 hours per week commitment and may be done during the day or evening. The schedule and length of internship is flexible. Students must be able to receive educational credit OR provide proof of the educational benefit for their internship experience from their high school/University department/counselor.

### **Responsibilities Include:**

- Researching the latest social media sites and best practices for us to implement.
- Assisting with the management of Facebook and answering customer posts on Facebook and email.
- Developing and implementing social media campaigns to drive increased customer involvement, build followers and drive online sales.
- Assesses and makes recommendations on other social purchasing media such as GroupOn, etc.
- Cleansing and updating mailing list and customer records.
- Analyzing the competitive marketplace, including monitoring competitor websites and promotions to recommend areas we can improve upon.

### **Internship Requirements:**

The Marketing and Promotions intern must be organized, be super attentive to detail and have analytical and problem solving skills. If you spend half your day on Facebook, can't resist an on-line shopping and want to see how good you are at marketing then we could use your help. The ability to work in a fast-paced, ever-changing environment on your own is a must.

Experience with internet marketing, search engine optimization and web analytics is preferred, but not required. Proficiency with Mac systems, MS Excel, MS Word, Photoshop, web analytics, HTML and other web development software is preferred.

### **To Apply:**

Complete our application (available at [acadiamountainguides.com](http://acadiamountainguides.com)) and return it electronically with a letter of interest and resume to Jon Tierney ([climb@acadiamountainguides.com](mailto:climb@acadiamountainguides.com)). The first step in getting your internship is following these directions well.