



Slice Communications

Job Description

Marketing Strategy Intern

Slice is looking for incredibly talented people to join our team. In short, the best candidates will embody our core values of Yes, And Energy, Copilot Attitude, Goal-Oriented Focus, and Always Learning.

The Slice Squad operates in a hybrid work environment that our team loves because it enables them to work in whatever works best for them. Whether you choose to work from home or in one of our two co-working spaces located in Center City and Wilmington, DE, we still maintain our ability to collaborate, achieve goals, and grow professionally no matter the location. Beyond our work, we like to have fun, from happy hours to our annual holiday party and even small surprises in the mail! You can learn more about what it's like to be a part of the Slice Squad [here](#).

We provide equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Slice will provide reasonable accommodations for qualified individuals with disabilities.

All of our internships provide hands-on experience with our existing group of highly talented people and clients.

Expectations of the Role:

Marketing Strategy

- Research clients and their competitors to identify industry trends, influencers, and media targets, which include:
 - Competitive audit and in-depth research of client industry
 - Social media audits of standard platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
 - Email audits (Mailchimp, Hubspot)
 - PR/Media audit (using Google News and Muck Rack)
 - Content suggestions and creative campaign concepts
- Provide strategic recommendations



- Learn and develop best practices
- Support monthly reporting using ReportGarden, natively from social media platforms, and Google Analytics
- Attend weekly check-ins with the strategy team
- Meet with clients and sit in on kick-off calls and strategy presentations

The Great Teammate Commitment: Responsibilities of Great Slice Teammates

- Live out the Slice values when working with teammates and clients: Yes, And Energy; Copilot Attitude; Goal-Oriented Focus; and Always Learning.
- Practice the 13 trust behaviors.
- Consider teammates' and clients' communication styles and preferences.
- Communicate about tasks, workload, and deadlines, and make sure task status is tracked to ensure trusted communication with teammates. Ask for help prioritizing tasks if needed.
- Be open to new ideas, new possibilities, and change.
- Come to meetings prepared to participate, focus, and contribute value and perspective.
- Deliver high-quality work, and ask, if needed, for more information or other support to do so.
- Speak up and share perspectives and expertise, and take a constructive, solutions-focused approach to interactions with teammates and clients.
- Listen with the intent to understand.
- Cheer on teammates and celebrate good work.

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