



Job Title: Marketing Intern (In Person or Hybrid)

Reports To: Marketing Director

Location: Uptown Phoenix, AZ

Hours: 15-20 hours per week (200 hours total)

Pay: Stipend given

Available: Fall 2024 and Spring 2025

Internship description:

First Day, a full-service marketing and public relations firm based in Phoenix, is seeking a Marketing Intern for Fall 2024 and Spring 2025.

At First Day, we're known for our prominent role in the K-12 education choice movement, cutting design, messaging, and branding, and our ability to communicate to and reach families. We serve some of the most innovative education advocate organizations, edutech companies, education service providers, and schools.

Key Responsibilities:

- Assist in the development and implementation of digital marketing strategies across various platforms, including social media, email, and digital ads.
- Create engaging content for our digital platforms and conduct market research to analyze trends that inform our strategies.
- Engage with the most innovative brands in K-12 education, assisting in First Day marketing.
- Work closely with senior marketers to refine marketing campaigns, ensuring alignment with our strategic objectives.
- Measure and report the performance of all marketing campaigns, and assess against goals (ROI and KPIs).
- Help organize and participate in marketing events and PR activities.
- Support the continuous improvement of the marketing strategy.

Requirements:

- Creative thinker with an analytical and empathetic mindset to evaluate the effectiveness of marketing strategies, understand multiple audiences, and research complex regulatory environments.
- Energetic, self-motivated, and eager to take on new challenges.
- Excellent communication skills, both written and verbal, and the ability to present ideas clearly and effectively.
- Currently enrolled in a university program with a focus on marketing, business, communications, or a social-science related field.
- Highly organized, detail-oriented, and capable of managing multiple projects simultaneously.
- Practical experience with GSuite.
- Ability to work discreetly with confidential data while being trustworthy and responsible.
- Commitment to the highest ethical standards and alignment with our company values.



Preferred but not required:

- A strong interest in school choice public policy.
- Some familiarity with digital marketing tools and platforms—email marketing platforms, Meta Business Suite and Google Ads, and CRMs.

Learning Outcomes:

- Develop practical skills in content creation, campaign analysis, and audience engagement.
- Learn to navigate the complexities of brand development and management in an emerging market.
- A competitive advantage in your job hunt with First Day, K-12 providers, program implementers, and policy groups.

Training:

Marketing, social media, and other forms of on-the-job training. Assistance with various certificate and professional development courses.

Contact:

With a cover letter, submit resumes to bryan@firstdaypr.com.