I. Marketing and Sales

Student Intern Job Description

AGENCY DESCRIPTION:

Find My Everything Inc. creates and sells GPS tracking devices to help people locate their missing items. The device is synced to an app that the user can download onto their mobile device. The product can also be tracked using a web application. The user will log onto their app and be able to track the device that is synced. They can locate the device all throughout the U.S., since it uses cellular data. The products can help people find their missing items like backpacks, luggage, purses, or bikes. Or it can be used for safety reasons; including tracking children, people with Alzheimer's disease, and people with Autism. The product also has an S.O.S. button on it, so that if the user is in distress and can’t get to their phone in time, they can press the button for help. Once the button is pressed, it will send out a direct signal to whatever number is programed with the device, and the phone will ring. This is a great way to ensure people are always safe and protected.  Our mission is “we aren’t just selling a tracking device, we’re selling a piece of mind.” So we would like for all interested and qualified interns to apply for a position to work with this new and exciting start-up company. To find out more information about Find My Everything Inc. visit [www.findmyeverything.org](http://www.findmyeverything.org)

STUDENT INTERN JOB SUMMARY:

A student intern will work under the supervision of a staff member who meets the educational and work-related qualifications required by The College of Staten Island. A student intern will be provided with her/his own working space. A student intern is expected to follow the guidelines Find My Everything Inc. agency’s policy and procedure manual outlines. Specific tasks will be defined by the student and assigned field instructor, with direction provided by the College of Staten Island educational expectations and learning objectives.

STUDENT INTERN JOB QUALIFICATIONS:

 Experience and Knowledge: The intern must have an understanding of marketing concepts, including inbound and outbound marketing. They must be experienced in social media marketing. This includes having experience with Facebook and Instagram ads, Google adwords, and Google analytics. They must know how to create flyers and other ads. They must also understand basic outbound marketing techniques including trade shows, seminars, and cold calling. They must know how to attract customers and increase sales.

 Education:  Currently enrolled in marketing coursework with an accredited college or university.

DUTIES AND RESPONIBILITIES:

* Will create social media ads
* Will help to promote and market for Find My Everything Inc.
* Will promote Find My Everything Inc. with Google Adwords
* Will create logos, business cards, and flyers for Find My Everything Inc.
* Will help to build an effective sales team for Find My Everything Inc.
* Will create effective ways to sell the products and reach more customers

LOCATION: The student intern position is based out of the CSI Tech Incubator in Staten Island.

CONTACT PERSON:  Taylor Baloney, Founder and CEO of Find My Everything Inc.

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