

2017 MARKETING INTERN

Roam's Marketing Team is actively working to envision and create a compelling brand story that engages not only the members within our walls but also the surrounding communities. In doing so, it is essential to tell the Roam story by building a strong, consistent brand image.

POTENTIAL PROJECTS

- Work with our team to grow Roam's digital media presence and explore ways to use social media to amplify our reach and brand awareness
- Identify opportunities to implement new marketing collateral and lead the design process from conception to creation
- Participate in the creation of marketing campaigns and assets

INTERN MAKE-UP

- You have an acute understanding of and interest in social and digital media.
- You are an out-of-the-box thinker who is able to channel thoughts and ideas into actions.
- You are a creative problem solver who looks for new, innovative ways to accomplish tasks.
- You personally align with Roam's vision and values and desire to seamlessly integrate them into comprehensive brand guidelines.

SKILLS/EDUCATION

- Rising college Junior or Senior pursuing a degree in Marketing, PR, Communications or Graphic Design
- Knowledge of and experience in managing social media platforms
- Independent worker who has a trained eye for detail
- Experience with Adobe Creative Suite is a plus