

EMC – Marketing



Target Majors:	Business Concentration, Marketing, Communications
Intern Assignment:	Marketing Intern
Hiring Manager:	Collette Knightly, Senior Manager, Marketing Programs, Global Services Marketing
Job Address:	176 South St, Hopkinton, MA 01748
Is Location MBTA Accessible?	Yes
Hours Per Week:	Anticipated 21 hours
Preferred Days of Week:	2- 3 days
Work Hours:	9am – 5pm
Pay Rate and Travel Stipend:	\$15.00 / Hr + Travel Stipend

Company Overview: EMC is a global leader in enabling businesses and service providers to transform their operations and deliver information technology as a service (ITaaS). Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect and analyze their most valuable asset — information — in a more agile, trusted and cost-efficient way.

Internship Position Summary:

The GS Marketing Programs team creates and executes key communications for EMC Global Services leveraging corporate resources to reach various internal and external audiences and drive business for service offerings. The team develops marketing communications plans to meet varied business needs; assess existing and potential communication vehicles and channels; leverage portfolio of marketing vehicles to generate communications that resonates with the target audience.

Job Responsibilities (regular duties and special projects):

Support the development and execution of GS marketing communication programs. Activities may include developing and executing social media plans, leveraging EMC electronic marketing channels, customer reference program support and managing video creation.

Qualifications:

- Working knowledge of Social Media Tools including Twitter, Facebook, Flickr, Linked In,
- Microsoft Word, Excel, Powerpoint
- Writing skills a plus
- Organizational and project management skills
- Working knowledge of social media reporting and listening tools a plus
- Video editing software/experience a plus