

## **Internship Description**

*The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.*

### **TITLE: ONLINE MARKETING INTERNS SUMMARY**

The Online Marketing Intern works mainly in our Affiliate Marketing Network platform. The Online Marketing Intern must have exceptional Microsoft Word and Excel knowledge. The Intern projects a professional company image through in-person and phone interaction.

### **DUTIES AND RESPONSIBILITIES:**

1. Internal and external affiliate recruitment for managed programs
2. Weekly reporting
3. Reviewing daily applications
4. Updating inaccurate order totals for PJX clients
5. Compiling lists of affiliates in a particular program, category, or who promote via a particular method
6. Compiling lists of top performers
7. Compiling specific merchant lists, including: those who offer data feeds, those who have open search policies, etc.
8. Competitive Research
9. Month over month analysis – i.e. active affiliates vs. inactive affiliates
10. Reversing orders and commission
11. Assisting our team in creating the monthly merchant and publisher newsletters
12. Creating a marketing calendar for newsletters, promotions in the network, holiday coupon announcements
13. Setting up Webinars
14. Compiling e-mail lists for Webinar distribution
15. Filing, Running errands and answering phones
16. Running reports to see which affiliates have become inactive on the network overall
17. Replacing banners, text links, and promotions in the coupon feed
18. Uploading new banners, text links, and promotions for non-launched programs
19. Cross-referencing to ensure all affiliates who are promoting merchants in specific verticals are promoting all merchants in the same vertical

### **REQUIREMENTS**

- Interest in Affiliate Marketing encouraged.
- **MUST** have strong organization skills and pay close attention to detail
- Ability to interpret a variety of instructions furnished in written, oral, or schedule form
- Applicants must live or be able to commute to the Wilkes-Barre area
- Computer Skills- Microsoft Word and Excel are a must

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