



Kaleidoscope is a marketing agency based in Mt. Pleasant that focuses on education, cause, and lifestyle marketing campaigns targeting kids, parents, teens, and college students through peer-based, community channels.

### **Internship Description:**

Kaleidoscope interns experience real-world assignments and projects on a full or part-time schedule.

Interns are immersed in active programs and their support and hard work is essential to our account services and community partners teams.

Responsibilities and assignments may include:

- Research and insights development and gathering on a wide range of national clients and prospects
- Extensive writing for marketing and communication plans, articles, social content, and research
- Brainstorming and concept development, both with the marketing team and individually
- Public relations planning and execution, including media relations, event planning, social media, and speaking opportunities
- Account management, including timeline development, status tracking and marketing plan execution.
- Business development support, including target research, trendspotting, and prospect list maintenance
- Social/digital analytics management and insights

The right candidate is a self-starter, proactively brings creative ideas, can work with a team or independently, is thorough in all research and work, can effectively multi-task and has strong communication skills with a supervisor and co-workers.

Ideally, the candidate will have had another internship with an agency, non-profit or in-house marketing team or has completed relevant marketing coursework and comes highly recommended.