

Title: Marketing Internship
Department: Global Demand Generation, Wolters Kluwer India Pvt. Ltd., Mumbai.
Reports to: Tracy Lyn De Silva / Beejal Mandalia
Location: Mumbai
Duration: May-August, 2016

Wolters Kluwer Health Learning, Research, & Practice division is actively seeking a summer intern based in our Wolters Kluwer India Pvt. Ltd., Mumbai office, reporting into the marketing manager, Wolters Kluwer India Pvt. Ltd.-Mumbai.

The position will support the global demand generation department with tactical execution of strategic marketing plans, including, but not limited to, collateral development, market research, social media marketing, and other channel promotions as needed to support generating demand for products and services.

Responsibilities:

- Assist in the development of collateral to be repurposed for email follow-up campaigns by the various sales forces
- Assist in design, content development and execution of the email campaigns, and print promotion material
- Documentation, analysis and presentation of marketing activities
- Conduct market research to identify and fill gaps in prospect target lists and identify social media trends among different types of professional groups, brands, and products
- Special projects assigned as needed
- Manage databases

Skills & Qualifications

- Strong computer skills including Word, Excel, PowerPoint; basic html coding experience a plus
- Understanding of professional use of social media platforms: Facebook, Twitter, YouTube, and LinkedIn
- Business acumen and professionalism, plus strong written and verbal communications skills
- Ability to work independently, and prioritize workload
- Candidate must be creative, energetic, resourceful, and must possess a willingness to learn