



**Sconza Candy Company, located in Oakdale, California, is a hand crafted quality candy manufacturing company which has been in business since 1939. The company specializes in co-manufacturing and co-packaging of chocolate and sugar panned items.**

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**JOB TITLE: Marketing Internship**

**JOB STATEMENT:** The intern will be assisting the marketing department and working with team to execute marketing programs. Support the creation & content for social media, email marketing, website ecommerce platforms like Amazon and affiliate marketing plus marketing collateral. Focus is on both Consumer & Business to Business.

**ESSENTIAL FUNCTIONS:**

- Assist with developing social and email content, graphic design and creative skills are required
- Adhere to brand guidelines and complete projects according to deadline.
- Retouch and manipulate images as needed.
- Use graphic design software and work with a wide variety of media. Publisher, Canva or Adobe Suite experience highly desirable
- Manage Photo Library and organize materials for easy access by team members
- Create, proofread, and edit copy for various marketing activities, ensuring consistent voice
- Opportunity to learn website and marketing automation functionality and difference areas of communication
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports
- Support internal and community events as needed

**COMPETENCIES:**

- Graphic Designer Capabilities
- Working knowledge of HTML a plus!
- Video Editing experience
- Exceptional Verbal and Written Communication Skills
- Organizational Skills
- Time Management
- Detail Oriented
- Collaboration Skills
- Flexibility

**EDUCATION/EXPERIENCE:**

- Working towards Bachelor's degree in marketing, advertising, business administration, or a related field
- Must have strong organizational and project management skills, as well as attention to detail
- Excellent written and verbal communication skills, as well as outstanding copywriting and proofreading skills
- Must have a high level of creativity

**PHYSICAL REQUIREMENTS:**

- Prolonged sitting
- Occasional standing and walking