

## Marketing Intern

### Overview:

Marketing interns work on teams that are in charge of both relaying our brand message to our customers and talking to our internal Associates to keep them informed of company initiatives. This group analyzes our customers to make sure we are connecting with them in authentic ways via channels such as TV, print, social media, mobile and more. **We have internship positions open in Internal Communications, Marketing Analytics, Marketing Strategy and Marketing Digital Design. We have full time positions available in Marketing Strategy and Marketing Content Design.**

### What you'll do

- Work on projects that drive traffic into stores
- Analyze consumer trends
- Create and execute cross-channel digital, brand, and event marketing plans
- Assist in development of graphics, websites, and interactive media for [kohls.com](http://kohls.com)
- Provide reporting and analysis in support of online marketing and merchandise on [kohls.com](http://kohls.com)
- Support the creation of a cohesive experience across social channels

### This is you

- Could easily become obsessed with the Kohl's shopper - "Who is she?!"
- Passionate about creating experiences for our customers
- Creative, innovative thinker and problem solver
- Likes to balance creative ideas with analysis of ROI

### Career Path

- Marketing Coordinator
- Senior Marketing Coordinator
- Marketing Manager

### Your major is probably something like

- Marketing
- Communications
- Retail/Consumer Behavior