

## **Job Description: Capsim Internship Program: Marketing**

### **Our Firm**

For over thirty years, Capsim has been a global leader in simulation-based technology that provides experiential learning opportunities to assess and develop the key skills needed in today's business landscape. From high schools to M.B.A programs to Fortune 500 companies, our suite of solutions is used at every stage of business education and training.

Based in Chicago, Capsim has been a prime mover in taking business education from text to simulation-based pedagogy over the past 25 years. Our philosophy is simple, people learn best by doing. We share that philosophy with over 800 universities, colleges and high schools around the world and more than 40 corporations. We work closely with our customers to determine their teaching needs and design products to fulfill them.

### **The Business Area**

Capsim's marketing and sales, product development and client support groups work closely with our customers. To remain at the forefront of technology based learning applications, our core values are built around client service, innovation, integrity and trust. One of our company's key differentiators is our commitment to the service and support of our products.

### **The Role**

Capsim's internship program runs on a six month timetable with an opportunity for renewal. The Marketing Intern must ensure that Capsim's internal team and customer needs are met. Specifically, this person is responsible for providing support for marketing campaigns, conducting regular analyses of results, developing and delivering reports, monitoring and enforcing use of Capsim's Customer Relationship Management system(CRM) and Marketing Automation software and generating and qualifying new leads and customer contacts.

The Marketing Intern will work closely with other Capsim teams, including but not limited to Sales, Program Delivery, Product Design and Development, Client Services and Accounting.

Daily tasks and duties will include:

- Learning about Capsim simulations and other products
- Working with team members to develop + understand marketing strategies that will meet objectives
- Writing and dispatching email marketing campaigns

- Developing + writing marketing content to be deployed across media channels
- Implementing SEO best practices and keyword strategy
- Analyzing reports to create insights that will help drive marketing strategies

Capsim's internship program provides a unique opportunity to current students and recent graduates to develop their skills in a broad manner. At the end of the six month internship, successful interns may have the option to extend their internship or come on board as a full-time employee.

This is a paid internship.

### **Qualifications**

An ideal candidate has the following characteristics:

- Excellent written and oral communication skills
- Extreme attention to detail and strong organizational skills
- Ability to manage time efficiently and without constant supervision
- Ambition to contribute above and beyond what is asked of you
- Willingness and enthusiasm to contribute in a team-based environment
- Some business background or several courses in business
- Strong research skills, experience with both qualitative and quantitative analysis a plus
- Excellent computer skills, especially in Excel, PowerPoint and Word
- A minimum GPA of 3.0

Knowledge of Salesforce, HubSpot, and previous use of a Capsim Simulation is a plus.

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Signature

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Date