

STUDENTS ASSISTING BUSINESS

Internship Opportunity

Marketing Intern – Content Creation *(SAB 2021-4)*

Company: PropertyScout.io

Timeframe: Start Immediately

Stipend: \$20/hour, maximum 50 hours

Available to: juniors and seniors in the Milgard School of Business

Priority application date: Monday, July 15 at 5 pm

Interested? Email your resume and a letter of interest to semert@uw.edu; tkuljam@uw.edu



ABOUT PROPERTYSOUT.IO

PropertyScout.IO helps our customers deliver fresh, accurate real estate and property data. Customers depend on the PropertyScout.IO nationwide in-depth, multi-state, recent and reliable property records.

Website: <https://propertyscout.io/>

MARKETING INTERN – CONTENT CREATION

Job Overview: You will lead one of our content creation projects. We (PropertyScout.IO) are creating web pages for every county in the US. You'll identify information sources, find writers, and create a repeatable process. We've already done a lot of the work in bits and pieces. You'll pull everything together in a way that's easy for writers to follow and us to manage.

Reports to: Caleb Page, Chief Executive Officer

JOB RESPONSIBILITIES

- Some of your key personality traits must include taking initiative, being process oriented, and possessing the internal drive to make each day at least 1% better than the day before.
- Hours are flexible; expect 5-10 hours per week. Plan for 1-2 hours to be in person at our office in downtown Tacoma and the rest to be remote. This may be adjusted depending on the pandemic.
- This is an amazing opportunity for the right intern to get solid experience to build their resume. There is potential for the role to become full time.
- You owe it to yourself to apply if this posting resonates with you and you believe you have at least some of the experiences/skills/personality traits.

DESIRED SKILLS AND EXPERIENCE

The right candidate will have the following experiences:

- Be an above average to strong writer. It's okay if the experience is limited to coursework completed in college. We'll want to see a sample because you'll have to write at least the first few of these pages.
- Completed marketing course(s) with an "A" grade. That tells us you like marketing a lot (or that the class was easy).

NICE-TO-HAVE SKILLS AND EXPERIENCE

- Be software-savvy. Some of the software we use in our office tech stack is Asana, Office365, and WordPress. It's okay if you don't know these, but we need to be confident you are a fast learner and are able to move from system to system easily.
- Be internet smart. The project requires knowing how to conduct online research, keep track of sources in an organized manner, and not plagiarize.
- Understand search engine optimization (SEO). If you don't, that's okay. We can put you into a mini-course so you can come up to speed. It would be great if you have a general understanding of what it takes to make a page rank in the search engines.

TO APPLY

All work will be done on a project basis upon hire for a total of 50 hours per quarter at \$20/hour (stipend). Priority will be given to applications received by July 15, 2021 at 5:00 PM. To apply, email your resume and a letter of interest to semert@uw.edu and/or tkuljam@uw.edu.

ABOUT STUDENTS ASSISTING BUSINESS (SAB)

SAB is a program of the Milgard School of Business (MSB) designed to help area businesses restart, recover and re-energize. Under the supervision of Milgard instructors Rachel Vaughn, Thomas Kuljam and Stan Emert, upper level business students will use their skills in Accounting, Analytics, Finance, Management, Marketing, and Corporate Social Responsibility in post COVID-19 recovery.

Specific problems expected to be encountered are:

1. Understanding consumer patterns and trends
2. E-commerce and social media
3. Business plan writing
4. How to enhance your digital marketing and increase sales
5. How to save costs and make your operations more efficient
6. Human resource management issues
7. Funding and finance challenges