

DANDE COMPANY Custom Gifts & Awards

SPECIALIZING IN EXCELLENCE FOR MORE THAN 40 YEARS

Electronic Marketing Internship

The goal of this internship is to more fully develop and implement the internet component of Dande Company's sales and marketing approach. Tasks to be performed include (but may not be limited to) the tasks listed below:

- Investigate and make recommendations for using Social Media sources to further develop Dande Company's internet sales and marketing approach. To do this:
 - ~ Review how other retailers and small business are using sources such as MySpace, FaceBook, LinkedIn, etc.
 - ~ Research the top 10 social media sites and make recommendation on the top 5 for integrating a small business, retail experience, reviewing factors such as overall exposure; ease to setup, use, and maintain; cost; integration with current efforts; and other relevant factors
 - ~ Upon review and approval of owner/general manager, initiate the implementation of recommended approach(es)
- If not done as part of above, investigate and make recommendations for developing and implementing a Dande Company blog to further enhance the company's internet sales and marketing approach.
- Investigate other online advertising opportunities (e.g., Google maps and Ad Words; various "phone" directories, such as Dex, YellowPages, Idearc; other sources) to determine their affordability and viability as an effective marketing tool
- Work with developers of e-commerce website to make necessary updates and functionality changes to website (does not require HTML or website design experience)
- Assist in creating e-mail marketing campaigns to target audiences using Constant Contact
- Assist in creating product descriptions and posting of products to e-commerce website
- Investigate the viability of adding an Ebay store to enhance the company's internet sales and marketing approach
- While conducting these tasks within the store, assist with general internal sales and marketing tasks, including but not limited to, answering incoming calls, greeting customers, and updating merchandise displays.

Dande Company is a small business retail store, specializing in custom awards and gifts, located in Tacoma, WA. This internship is a non-paid, position, to consist of 125-175 working hours spread consistently over an educational term. A minimum of 80% of total work time to be spent onsite at store's Tacoma location, anytime between the hours of 10 a.m. to 6 p.m., Monday thru Friday (schedule to be set based on student's class schedule). Remaining 20% of time may be conducted at the store's location or student's choice of location, as long as suitable off-site progress is demonstrated on a regular basis. Any dedicated student, regardless of major or current course of study, is encouraged to apply. Adjustments to length of service and specific tasks may be considered to comply with student's school requirements, but a substantial portion of the tasks described herein should directly relate to student's course of study and/or future career goal.

Apply by email to jobs@dandeco.com with resume or description of educational and/or work experience and a written description of how this position will enhance your educational objectives and future career goals.