



Marketing Internship

The Center for Leadership Studies (CLS) is seeking a marketing intern who is highly motivated, organized and team-oriented, understands a fast-paced environment and is committed to “getting the job done right.” The overall job function of the marketing intern is to support the marketing team in developing and implementing marketing strategies that raise brand awareness and engage our audience across multiple channels.

This role is an exciting opportunity to gain valuable real-world experience at a successful organization that is an independent leader in its field. Our ideal candidate is a motivated individual with strong writing skills, who thinks creatively and has a passion for people.

Role Responsibilities:

- Supporting the marketing team in daily administrative tasks
- Writing copy for social media posts, promotional emails, and other marketing collateral
- Assisting in the creation of written, video, and image content for marketing channels
- Engaging with CLS social media accounts (LinkedIn and Facebook)
- Updating the CLS website (www.situational.com)
- Planning support for company-hosted events and conferences
- Managing internal relationships and collaborating with internal partners to develop and execute projects
- Collecting quantitative and qualitative data from marketing campaigns
- Performing market analysis and research on competition
- Managing and updating company database and customer relationship management systems (CRM)

Requirements:

- Currently living in the Raleigh/Durham area



- Able to work 10-15 hours per week in the office with the potential for remote work
- Autonomous self-starter with a sense of urgency to accomplish tasks and projects
- Excellent verbal and written communication skills
- Exceptional leadership and communication skills demonstrated by ability to interact directly with clients at various levels, including Senior Management
- High energy and established organizational skills
- Ability to thrive in a very fast-paced and dynamically changing environment
- Skilled in all Microsoft Office programs, social media, and the ability to quickly pick up new programs such as WordPress, Google Analytics, Salesforce and Pardot
- Graphic design (Canva, Adobe suite) and video skills are preferred

Company Overview:

For more than 50 years, The Center for Leadership Studies (CLS), founded by Dr. Paul Hersey, has been the global home of the original Situational Leadership® Model. With over 15 million leaders trained, Situational Leadership® is the most successful and widely adopted leadership model available. Deployed in more than 70% of Fortune 500 companies, Situational Leadership® transcends cultural and generational differences and equips leaders around the globe with the skills necessary to address a specific challenge, drive behavior change and increase productivity. CLS' diverse product portfolio includes a comprehensive off-the-shelf leadership curriculum founded on our proven, research-based competency model. In addition, CLS has more than 25 years of experience designing and developing award-winning custom training solutions.

CLS services customers both domestically and internationally through an extensive network comprised of over 200 learning professionals in more than 35 countries. Our global affiliates and facilitators understand the nuances present in each culture, allowing for the delivery of innovative, high-quality training programs in localized languages.



Our Values:

At The Center for Leadership Studies, we view each customer opportunity as a long-term partnership. In such relationships, we believe that the values of the people that you choose to do business with can have an equal impact on the success of your learning endeavors as can the technical skill sets. Put a different way, we feel it's important for you to know who we are and what we stand for. Below are the values we strive to live by each day. They represent the expectations that we have for each and every CLS team member:

Be Responsive: Service is Inside and Out

Do what you say you are going to do when you say you are going to do it. Don't over promise and never under deliver.

Embrace Teamwork: Invest in Others

Strive to continually develop and nurture your base of personal power.

Own Your Actions: Take Personal Responsibility

Follow through on your commitments with relentless attention to detail, completion and results.

Maintain Your Integrity: Do the Right Thing

Communicate openly and honestly: Develop a reputation grounded in personal and professional credibility.

Have Fun: Take a Minute to Smile

Enjoy the journey (celebrate victories; keep setbacks in their proper perspective). Embrace the fact that work and fun are NOT mutually exclusive terms.



For additional information, please direct inquiries to jobs@situational.com.