Marketing Intern – Malware Patrol

Company Overview

Join a dynamic and innovative cybersecurity firm specializing in cyber threat intelligence (the process of collecting and analyzing information about cyber threats to help organizations understand, predict, and mitigate security risks). Established in 2005 in Sao Paulo, Brazil, and now located in the US, we provide threat intelligence to a variety of businesses across the world.

Job Description

We are seeking a Marketing Intern who can manage essential marketing tasks while also helping to revitalize our marketing efforts. This role requires a creative, out-of-the-box thinker and a self-starter who is eager to contribute fresh ideas and innovative strategies. You will play a pivotal role in rejuvenating our marketing initiatives, helping us stand out in the competitive cyber threat intelligence industry. Your ability to think creatively and work proactively will be essential. As a small company, we value adaptability and a hands-on approach to tackling challenges.

Work hours will be a combination of flexible/self-directed and in person. Even though all work doesn't have to be completed during regular business hours, it IS necessary to be responsive to time-sensitive requests and to have some availability from 9 am to 6 pm M-F for meetings and last-minute projects.

Position Overview

- **Duration:** Three months, starting Spring Semester 2025

- **Hours:** 10–15 hours per week

- **Compensation:** Paid internship

Key Responsibilities

- **Social Media Marketing:**

  o Manage and create content for LinkedIn (campaigns and company page) and Twitter

  o Set-up, run and track campaign performance on LinkedIn, analyzing metrics to optimize future campaigns

  o Design engaging visuals using Canva or similar tools

  o Write compelling copy for social media posts and marketing materials

  o Schedule and post content in a timely manner

- **Content Marketing:**

  o Transform existing knowledge and materials into various content formats (eBooks, flyers, webinars, videos)

  o Create content for, run, and track email marketing + drip campaigns

  o Update and maintain website content using WordPress (non-technical aspects)

- **Collaborative Work:**

  o Work in person for orientation, training, and some collaborative time

  o Communicate effectively with the team, responding promptly to requests and messages

Qualifications

- **Education:**
    - Currently pursuing a Bachelor's degree in Marketing or an MBA candidate
    - Completion of several marketing courses is required

- **Technical Skills:**
    - Proficiency in social media platforms, particularly LinkedIn and Twitter
    - Experience with design tools like Canva
    - Familiarity with CRM systems (experience with ESPO CRM is a plus)
    - Basic knowledge of WordPress (or other CMS) for content updates
    - Proficient in Microsoft Office (Excel, Word)
    - Experience with work collaboration tools like Dropbox, Trello, and Slack
    - Familiarity with AI tools like GravityWrite and ChatGPT is advantageous

- **Language Skills:**
    - Ability to read and write in additional languages is a plus, especially Spanish, Portuguese, Italian, French, German

- **Other Skills:**
    - Excellent writing and communication skills
    - Knowledge of marketing concepts
    - Ability to work independently and manage time-sensitive tasks
    - Technically savvy with a willingness to learn new tools and software
    - Interest in or understanding of cybersecurity, particularly cyber threat intelligence

What We Offer

- **Real-World Experience:**
    - Apply marketing theories to real business challenges in a competitive and exciting industry
    - Gain hands-on experience across various marketing disciplines

- **Professional Growth:**
    - Opportunity to contribute ideas and influence marketing strategies
    - Resources for learning and training in cybersecurity and marketing tools

How to Apply

Interested candidates should submit the following:

- **Resume**
- **Cover Letter** detailing your interest in cybersecurity marketing

Please send your application to leslie@malwarepatrol.net.