



Job Title:	Marketing Intern
Department:	Marketing
Reports To:	Marketing Manager
Supervises:	None
Job Group:	Admin Support
Exempt or Non-Exempt:	Non-Exempt

Job Description:

This role offers valuable assistance to the Marketing team and will engage in a variety of marketing activities. Our department delivers high-quality marketing support across all RDO Equipment Co. locations. The Marketing Intern can expect a dynamic, fast-paced team setting and will complete the internship with comprehensive experience in many key areas of marketing.

The ideal candidate is a digitally savvy, organized, collaborative, and customer-focused self-starter with a strong interest in digital marketing and marketing automation tools and platforms. They are comfortable juggling multiple projects, enjoy supporting both creative and operational work, and take initiative to learn new tools and best practices. Successful individuals communicate clearly with customers and internal teams, pay close attention to detail, and approach tasks with a positive, service-oriented mindset. They take pride in representing the company professionally, value teamwork, and are motivated to continuously grow their skills while contributing to shared goals.

At RDO Equipment Co., we make decisions thoughtfully, balancing the impact on each of our stakeholders, and enact those decisions according to each of our core values. In this way, we find purpose in our work and pride in our purpose.

Specific Duties Include:

- Support and assist with the administration and optimization of marketing automation platforms such as Microsoft Dynamics 365 and others as needed.
- Assist in building, testing, and deploying automated marketing campaigns across email and other digital channels.
- Assist in the creation and maintenance of customer journey workflows, lead nurturing programs, and audience segmentation strategies.
- Assist in monitoring campaign performance and developing reports on key metrics including open rates, click-through rates, conversions, and lead engagement.
- Assist with content and marketing asset assembly for email campaigns and digital campaigns.
- Assist with updating and maintaining website content, including building and refreshing landing pages with guidance from the Digital Team, following SEO and AI-optimized content best practices.
- On occasion, assist with developing advertising and social media content.
- Manage projects and requests from multiple sources in an organized manner.
- Contribute to team efforts by accomplishing results as needed.

- Follow all safety rules and regulations while performing work assignments and adhere to all policies and procedures as specified in company manuals and as directed in the employee handbook.
- Conduct self in the presence of customers and community to present a professional image of RDO Equipment Co.
- Proactively seek and participate in available company-sponsored training, to develop and advance knowledge base and skill set.
- Participate in all company/location driven communication efforts, including open book meetings, huddles, department meetings and other related efforts.
- Maintain a positive and professional working relationship with peers, management and support resources, with a constant commitment to teamwork and exemplary customer service.
- Perform all other duties as assigned by management in a professional and efficient manner.

Job Requirements:

- Undergraduate study in marketing, communications, or business preferred.
- Excellent writing, editing and proofreading skills
- Ability to handle multiple tasks and possess strong organizational skills.
- Ability to focus on supporting and completing assigned projects and meeting deliverables on time.
- Excellent knowledge of MS Office, marketing software and online applications.
- A self-starter with the ability to initiate projects with confidence.
- Candidates must have valid work authorization and be able to work in the U.S. without company sponsorship.

EOE/M/F/Disabled/Veteran

Essential Job Functions:

Activity	Never	Occasionally	Frequently	Constantly
Hours Per Day	0 Hours	Up to 3 hours per day	3-6 hours per day	6-8+ hours
Sitting				X
Walking		X		
Standing		X		
Bending (neck)			X	
Bending (waist)		X		
Squatting	X			
Climbing	X			
Kneeling	X			
Crawling	X			
Twisting (neck)		X		
Twisting (waist)		X		
Hand Use: Dominant Hand Right___ Left___				
Is repetitive use of hand required?		X		
Simple Grasping		X		
Power Grasping	X			

Fine Manipulation	X			
Pushing/Pulling		X		
Reaching (above shoulder level)		X		
Reaching (below shoulder level)		X		
Lifting:				
0-10 lbs.			X	
11-25 lbs.	X			
26-50 lbs.	X			
51-75 lbs.	X			
76-100 lbs.	X			
Carrying:				
0-10 lbs.			X	
11-25 lbs.	X			
26-50 lbs.	X			
51-75 lbs.	X			
76-100 lbs.	X			
Driving cars, trucks, forklifts, other equipment?	X			