



MEB marketing internship // summer 2024

position overview.

MEB is excited to announce an internship opportunity for a motivated and creative individual to join our Marketing Team as a Marketing Intern this summer. If you're passionate about marketing and eager to gain hands-on experience in a dynamic industry, we encourage you to apply!

POSITION // Marketing Internship – Paid

LOCATION // MEB Corporate Headquarters // 4016 Holland Blvd, Chesapeake, VA

REPORT TO // Marketing Manager and/or Department Staff

ABOUT US //

Founded in 1982, MEB is a full-service construction firm with corporate headquarters in Chesapeake, VA and a regional office in Richmond, VA. With over 300 employees and over \$250 million in annual revenue, MEB has the resources and strength to provide the highest level of service for a wide variety of complex construction projects throughout both the Mid-Atlantic and the country. We are proud of the culture we've built, and as MEB experience's growth year over year, we continue to put an emphasis on our **people**, our **clients**, and **safety**.

MARKETING TEAM //

Our marketing team is a dynamic and collaborative group of four (4) individuals dedicated to driving brand awareness and promoting our company's services within the A/E/C (Architecture/Engineering/Construction) industry. Each team member brings unique skills and expertise to the table, contributing to our collective success. As a Marketing Intern, you'll have the opportunity to learn from and work with our Marketing Manager, Sr. Proposal Coordinator, Sr. Marketing Coordinator, and our Digital Media and Community Outreach Coordinator.

key responsibilities.

As a Marketing Intern at MEB, you will have the opportunity to contribute to various marketing initiatives within our organization. This internship will provide exposure to a wide range of tasks, from content creation to proposal submissions, aimed at enhancing your understanding of marketing within the A/E/C industry.

Responsibilities will include:

- **Content Creation:** Assist in the planning, design, and distribution of marketing content across various platforms. This includes flyers, advertisements, presentations, email campaigns, photography, etc.
- **Social Media:** Assist in creating and managing social media content (Facebook, LinkedIn, and Instagram) to increase brand awareness and promote company culture.

- **Introduction to CRM:** Gain exposure to Customer Relationship Management (CRM) systems and assist in data entry and organization to support marketing and pursuit efforts.
- **Community Events:** Assist in organizing and coordinating community events for employees and industry partners.
- **Internal Email Campaigns:** Support the planning and execution of email campaigns to communicate company news to employees.
- **Resumes:** Assist in the development and formatting of resumes for project teams.
- **Website Maintenance (WordPress):** Learn basic website maintenance tasks, including content updates and platform management.
- **Promotional Items:** Assist in the selection and procurement of promotional materials to enhance brand visibility.
- **Career Fair/Conference Prep:** Aid in preparations for career fairs and conferences, including digital presentations, booth setup, and promotional materials.

introduction to:

- **Pursuit Process:** Gain insight into the process of pursuing new business opportunities, from RFQ's to proposal submission.
- **Project Delivery Methods:** Learn about different project delivery methods utilized in the A/E/C industry.
- **Proposal Development (Adobe InDesign):** Receive an introduction to Adobe InDesign and the process of creating compelling proposals.
- **Video Production (Adobe Premiere):** Gain an understanding of video editing and production using Adobe Premiere.
- **Cross-Departmental Support:** Assist other departments such as safety, human resources, and project management with marketing support, ensuring marketing initiatives align with overall organizational goals and objectives.

qualifications.

- Currently enrolled in a Bachelor's or Master's degree program in Marketing, Communications, Business, or related field.
- Strong written and verbal communication skills, with a keen eye for detail.
- Proficiency in Microsoft Office suite (Word, Excel, PowerPoint) and familiarity with social media platforms.

- Basic understanding of marketing principles and techniques, with a desire to expand knowledge and skills in the field.
- Ability to work independently as well as collaboratively in a team environment, managing multiple tasks and priorities effectively.
- Positive attitude, eagerness to learn, and willingness to take on new challenges.
- Prior experience in marketing, either through coursework, internships, or extracurricular activities, is a plus but not required.

goals.

By the end of the internship, you will have gained an understanding of:

- A/E/C Marketing
- Brand Management
- Corporate Digital Media
- Community Involvement
- Proposals and Pursuits
- Creative Content
- Marketing Strategy

apply today.

This internship offers a dynamic learning environment where you will have the opportunity to apply your skills and contribute to impactful projects while gaining valuable experience in the field of A/E/C marketing. We look forward to welcoming you to our team and supporting your professional growth and development.

Please send your resume and short cover letter to amcgrath@mcb.group