

Marketing and Communications Project-Based Summer Internship

Next Conversation Coaching, LLC

Charlotte, NC

Unpaid Internship with Bonus Potential

Summary:

Next Conversation Coaching, LLC is a Charlotte-based company looking for eager interns to support our growing business needs during the summer of 2023. The goal of this program is to help further develop and apply your learning and skills in a business setting.

As an intern, you will work closely with leadership and will complete a specialized project. At the end of the internship, you will have a portfolio of work that highlights your expertise and experience. Next Conversation Coaching, LLC is dedicated to developing successful leaders, and we strive to make this internship as relevant, useful, realistic and informative as possible.

Project Overview

- Evaluate the company's current branding and marketing
- Identify strengths and gaps and provide recommendations
- Research the target market and decision makers (who they are, what they are interested in, groups they belong to, conferences they attend, etc.)
- Research competitors and create competitor profiles (strengths, weaknesses, differentiators, etc.)
- There will opportunities to attend networking events, as appropriate

Capabilities for Success:

- Ability to work asynchronously, in a remote environment
- Excellent written and verbal communication skills
- Highly organized
- Ability to prioritize and meet deadlines
- Proficient in Microsoft Office
- 20 hours a week, from Jun 1st-August 15th