

# Patrick's Pet Care

## **Business Development & Marketing Intern Position Description**

Patrick's Pet Care seeks a Business Development & Marketing Intern who will assist in implementing the company's business and marketing plans. This is a paid internship that will run during the fall semester (exact dates negotiable).

Patrick's Pet Care (PPC) is a rapidly-growing pet services company offering award-winning dog walking, pet sitting, dog daycare, boarding, dog training, and pet transportation in Washington D.C. The Business Development & Marketing Intern would work closely with the Director of Business Development to successfully implement the company's business development and marketing plans.

## **Position Responsibilities**

Administrative Responsibilities (90 percent):

- Work with Director of Business Development to improve company systems for reaching and converting new clients (improving website SEO, designing and analyzing Google and social media ads, etc.);
- Implement social media and communications plan as directed by the Director of Business Development;
- Perform regular market analyses to ensure PPC remains competitive;
- Assist in outreach to building management companies as part of PPC's Preferred Provider program;
- Assist in implementing PPC's Customer Stewardship program;

Some field work as needed (10 percent)

## **Essential Skills**

- Ability to carry out tasks as instructed in a timely manner;
- Ability to work independently and as part of a team;
- Strong attention to detail;
- Familiarity or strong interest in SEO required;
- Experience using and/or ability to quickly learn a variety of software (Google Suite, Asana, WordPress, JotForm, etc.) and researching new software to improve internal systems;
- Background in business and/or communications preferred;
- Strong interpersonal communications skills;
- Commitment to PPC mission, a deep-rooted care for animals, and desire to serve the community;

## **Compensation & Work Environment**

- Paid internship;
- 15 to 20 hours per week;
- Work primarily takes place at PPC Office in Columbia Heights. Must be able to perform work at a desk for sustained periods of time. Occasional field work will take place outdoors in the elements;
- Work can count towards course credit with proper academic approval;
- Occasional evening and/or weekends may be necessary for events. Having personal vehicle and valid driver's license preferred, but not required.

To apply, please visit [www.patrickspetcare.com](http://www.patrickspetcare.com) and complete the internship application under Job Postings. PLEASE, NO PHONE CALLS.