

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 spring 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;
- Demonstrated ability to create and edit photo and video content on social media;
- Photography skills and artistic sense preferred;
- Awareness of and interest in branding, messaging, and optics;
- 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;
- Ability to set up events and represent PPC at events without assistance;
- 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 25 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. Must be able to lift at least 25 lbs. unassisted;
- Work can count towards course credit with proper academic approval;
- Occasional evening and/or weekends may be necessary for events. Valid driver's license required. Access to personal or rideshare vehicle preferred.

To apply, please visit www.patrickspetcare.com and complete the internship application under Job Postings. PLEASE, NO PHONE CALLS.