



JOB DESCRIPTION

MARKETING INTERN

Details

Location: Remote or Hybrid (Innovation DuPage Office)

Type: Part-time Internship (4-8 hours/week)

Start Date: ASAP

Compensation: Paid as outlined by Innovation DuPage

Company: DunamisC - www.DunamisC.com

Owner: Karin Knecht, Bilingual Expat / Leadership Coach - Consultant - Facilitator - Speaker - Author

Background

DunamisC partners with expats, leaders and organizations who want to leverage cultural differences and create high-performing teams that focus on opportunities and unlocking potential.

Through executive coaching, leadership development, facilitation, and speaking engagements, DunamisC empowers individuals and teams to lead with confidence, bridge cultural divides, strengthen communication, and achieve meaningful business and career outcomes. Drawing on 20+ years of global leadership experience and a holistic, people-centered approach, DunamisC helps clients align their strengths, values, and goals to create lasting impact and success.

You'll work directly with the owner to craft and execute marketing strategies that attract clients, create content and social media, build brand authority, and grow the digital presence.

Key Duties and Responsibilities (*Required)

Content Creation & Social Media *

- Design and schedule posts for social media (LinkedIn, Instagram, and Facebook)
- Take photos and videos and create speaker reels, testimonials, and marketing content
- Help writing blog posts and thought leadership articles (repurposed from monthly newsletters and research)
- Develop infographics and visuals using Canva

Branding & Design *

- Update training materials and slide decks with consistent branding



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- Create reels and short-form content for social media
- Ensure brand voice and visuals are aligned across all platforms

Additional Tasks

- Perform other related duties as assigned by management.
- Adhere to established policies and procedures.

Available Tasks if Interested:

Email & Automation

- Set up and manage email campaigns (preferred using AWeber, GoHighLevel)
- Build landing pages and lead magnets for workshops and programs
- Automate nurture sequences for leadership programs, book sales, etc.

Client Acquisition & Outreach

- Update client personas and outreach lists
- Create pitch for speaking engagements to conference planners, podcasts, libraries, and media
- Initiate contact with mid-to-senior level leaders for coaching and consulting
- Explore partnerships with HR leaders, libraries, schools and leadership networks

Website & SEO

- Maintain and update website content (WordPress)
- Optimize pages for SEO and track performance
- Refresh Google Business profile and ensure consistency across platforms

Analytics & Reporting

- Track campaign performance using Google Analytics and social media insights
- Provide monthly reports with recommendations for improvement
- Monitor engagement and conversion metrics

Strategic Marketing & Planning

- Develop and implement a marketing strategy aligned with business goals



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- Conduct competitor and market research to identify opportunities
- Create campaign calendars for workshops, coaching programs, speaking engagements and seasonal offerings

Innovation & AI Exploration

- Research AI tools for marketing, automation, and content creation
- Recommend tools to streamline workflows and enhance client experience



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Knowledge & Skills

To perform this job successfully, the intern must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skills, and abilities required. Reasonable accommodation may be provided to enable a person with disabilities to perform the essential functions.

- Strong writing and visual storytelling skills
- Comfortable with outreach and professional communication
- Self-starter with curiosity and a growth mindset
- Open to providing and receiving feedback
- Video creation and editing
- Work involves minimal physical effort, e.g. carrying video equipment

Systems:

- **Required:** Familiarity with Canva, Microsoft Office, and basic video editing tools
- **Required:** Video editing software, YouTube
- Bonus: Experience with email marketing platforms (AWeber, GoHighLevel)
- Bonus: Knowledge of WordPress and SEO basics
- Bonus: Experience with analytics tools, podcast pitching, or AI tools

What You'll Gain

- Hands-on experience in marketing strategy and execution
- Exposure to leadership development and coaching frameworks
- Mentorship from a seasoned facilitator and coach
- Portfolio-worthy projects and real-world impact
- Build a professional network
- Practice using different systems



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