



## **Fall 2021-Spring 2022 Marketing Copywriter Internship**

### **About L2L:**

Founded in 2010, L2L provides a Digital Reliability and Production software platform for manufacturers. It has integrated and easy-to-use lean tools that allow operators and managers to use real-time data to reveal and solve root cause problems that cause metric misses, all while creating a sustainable plant floor culture of continuous improvement.

All L2L employees work virtually (from home) and have the entrepreneurial skills and drive to take on initiatives and tasks, and see them through to completion efficiently. Although L2L is 10 years old, it still has a startup culture where people have multiple skill sets and know how to figure out new tactics and create solutions to obstacles.

The L2L Marketing team is looking for excited and motivated marketing copywriter internship candidates for an internship starting September 2021.

**Company website:** [www.L2L.com](http://www.L2L.com).

**Length of internship:** Begins Sep 2021 and continues through Dec 2021 (internship may be extended into Spring 2022 if mutually agreed)

**Number of hours per week:** 15-20 hours (Decide together up front how many hours per week and solidify plan)

**Pay:** \$12-\$15 per hour, depending on experience

### **Core Marketing Copywriter Intern skills:**

- Great writing skills. Should know how to quickly organize and write concisely, clearly, and in a compelling way.
- Great research skills to find relevant content, data, or visuals that can help strengthen a piece of content being written.
- Understand or learn quickly how to adapt writing for SEO driven blogs vs content for lead generation campaigns.
- Takes initiative and is proactive about finding ways to improve processes/practices, and in figuring out how to accomplish objectives when entering new territory.
- Eager to learn and contribute to a growing SaaS company with global clientele.

- Tech savvy. Able to learn new systems quickly and personality geared for figuring out how to leverage new technology and software to streamline marketing/writing activities.

**Bonus skills** (not required, but would be useful)

- Graphic design experience/skills (Design capability would add immediate value to team)

**Responsibilities and opportunities for learning:**

- Content Creation:
  - Own individual writing assignments for L2L's blog or content marketing efforts.
  - Take outline of key information for a piece of content and use writing skills to flesh it out into a draft
  - Use research skills to find ways to add substance and strength to a written piece.
  - Review content for grammar or other quality issues prior to being published
- Social Media:
  - Build process around social media strategy and find ways to improve upon strategy and tactics to generate followers on LinkedIn, Facebook, and Twitter, and to drive traffic to website.
  - Execute on social strategy by using process and tools to post regularly and ensure content is compelling and relevant.
  - Learn quickly to use key platforms (LinkedIn, Facebook, and Twitter) and optimize for results.
  - Use monitoring tools such as Hootsuite and Hubspot (training provided. Prior experience a plus)
- Public Relations & Hubspot:
  - Organize media coverage information and add coverage to company's website (hosted on Hubspot)
  - Learn some functions in Hubspot marketing automation system
  - Research opportunities and channels to promote media coverage and blog posts
- Other initiatives that intern may play a role in:
  - SEO: Search Engine Optimization content creation and tasks
  - Blog: May participate in research, promote, and writing of blog posts. Solid writing skills are required.
  - Other marketing related ad-hoc projects or research as needed

Interested candidates please submit resume and cover letter expressing why you're interested and a good fit for this opportunity. Send to: [Trent@L2L.com](mailto:Trent@L2L.com)

Thank you for your interest, and look forward to connecting!