CYBEX POSITION DESCRIPTION

INTERNSHIPS, CYBEX MARKETING

BASIC PURPOSE:

The Cybex Strategic Marketing Intern will be involved with the research and planning activities that support the Cybex corporate initiative to create and optimize a go-to-market strategy that establishes Cybex as the fitness equipment leader within the College Market Segment (College Recreation and College Athletics). The corporate effort will include four phases; discovery, differentiation, development/planning, and activation.

Additional focus areas of internship will include product education to help Marketing identify unique end user benefits to feature in marketing communication pieces developed for the College Market Segment.

DUTIES AND RESPONSIBILITIES:

The intern will primarily be involved with four research areas (category, customer, competition, and Cybex) where data gathering and analysis will be required to identify market trends, key customers, competitive threats, current Cybex market conditions and opportunities.

Data sets will include internal historical sales reports and industry reports. Customer and competitive intelligence will be acquired through relevant trade association websites and publications. Spreadsheets (Excel) will be used as the primary office tool to organize and analyze data.

QUALIFICATIONS AND SKILLS NEEDED:

- Working on a degree in Marketing or related area
- Proficiency in Microsoft Office (Word, Excel and PowerPoint)
- Excellent time-management and organizational skills / ability to multi-task and meet tight deadlines
- Strong work ethic a self-starter with ability to work independently to manage projects as needed
- Good verbal and written communicator

PREFERRED REQUIREMENTS:

Ideal candidate will possess a personal interest in health and fitness in order to truly understand the products and services provided by Cybex, and the markets served by the company.

COMPENSATION: College credit

REPORTS TO: Director, Marketing Planning and Development

Local candidates only please. No relocation. Must supply own laptop.