



Last updated: October 6, 2022

3E JOB DESCRIPTION: SALES & MARKETING

SALES & MARKETING (INTERN)

Hospitality is at the heart of everything we do at 3 Experiences (3E), and we do it with style, sophistication, and excellence in professionalism. With personalized & caring service, we design high-quality, luxury, travel & event experiences for our clients, and our dedicated service starts from the beginning of the planning process, all the way until our clients are back home safely.

Certified by the Events Industry Council® (EIC), the Professional Convention Management Association® (PCMA), and The Travel Institute (TTI), we're an asset to any team. We specialize in producing events and special experiences both domestically and abroad. Our target audience is the leisure event planner, other meeting professionals/organizations, social and community groups, and CEOs with 5 to 300 employees who want to increase productivity and ROI. Past customers include government and political organizations, medical associations, privately owned businesses, and individual meeting planners.

If you're a super talented, creative mind that isn't afraid to think outside of the box, someone who wants to thrive in a space they can call their own, ready to hit the ground running in an ever-changing landscape of meetings, events, and international travel, and have a passion for ornate things, then you need to join the team at 3E! **Email your resume & cover letter to contact@experiences03.com.** *Learn more about our services by visiting our website at www.experiences03.com.*

Overview of the Position:

In response to the COVID-19 pandemic, like many corporations, 3E was challenged to reinvent old ways of doing business in the digital age. As we continued to expand and adapt the services we offer, we launched two niche service categories, and the reaction was amazingly overwhelming! As more individuals brave the new realities of life after a pandemic, there comes the need for more skilled professionals to support the regrowth of the hospitality industry. Life after a pandemic has shown the world that it is possible to start fresh, learn something new, *and* that you can do it all from the comfort of your own home. In the fast-paced, evolving hospitality industry however, one thing remains true: nothing beats professionalism and skill.

This opportunity is only for those who are self-motivated, business-minded individuals, who are interested in building a marketing portfolio, while enjoying the flexibility of an entrepreneurial lifestyle. If you're ready to work with a CEO that will push you to be your greatest, creative, and unique self, then apply today! Ultimately, you will gain a strong professional network, experience in digital and social marketing, and an opportunity to travel the world.

Your insightful contribution will help expand and maintain our marketing channels, providing creative ideas to help achieve our Client's marketing & design goals. Ultimately, you will gain strong professional experience in marketing, build a diverse portfolio, and should be prepared to enter any fast paced, full-time work environment. This opportunity is best suited for recent college graduates who want an internship experience that promotes an entrepreneurial spirit and encourages freedom of expression. If you are a sales and marketing powerhouse in the making, then you will certainly thrive at 3E!

Location: Remote/Home-based; candidate must be able to provide proof of U.S. residency (territories included), with an ability to utilize a stable internet and telephone connection 24 hours a day.

Required Skills & Qualifications:

- Degree in Marketing, Communications, Business or similar
- Effective, professional communication.
- Highly organized, detail-oriented, and adaptable, with outstanding multitasking abilities.
- Knowledge of marketing strategies, including continuing education of new marketing tactics and tools.
- Ability to translate complex information into common language.
- Experienced or Expert proficiency with Microsoft Suite (Word & Excel), Google Suite/Workspace (Sheets, Forms & Docs)
- Advanced or higher proficiency with marketing & design tools (Canva, Adobe).
- Aptitude with various social media platforms as well as the data tracking tools associated with them.
- Familiarity with consumer psychology and buying habits.

- Ability to quickly learn and process information, specifically an ability to process and apply new information related to the pandemic's impact on the travel and event industry.
- Beginner or higher proficiency with CRM systems.
- Ability to work alone or on a team.

Duties & Responsibilities:

- Supporting the management and operation of 3E's business and clients including, but not limited to:
 - represent 3E in marketing and other sales campaigns or opportunities.
 - develop tools/methods to collect data such as surveys, opinion polls or questionnaires, and analyze data to identify consumer trends.
 - research consumer opinions and marketing strategies and propose adjustments to current strategies accordingly.
 - create graphic representations of information that is easily readable content for stakeholders & the public.
 - prepare & present marketing & design concepts.
 - expand and maintain current marketing channels.
 - monitor/manage the company's social media platforms, adjusting outreach tactics as needed.
 - identify business opportunities and generate sales leads through marketing campaigns.
 - attending meetings, and helping to maintain existing client relationships.

Day-to-Day Activities: The Independent Contractor reports directly to the CEO, but has full control over their day-to-day activities.

Salary & Benefits: This is an unpaid internship with an opportunity to grow into a paid and/or commission-based role.

Frequently Asked Questions & Answers:

- **Is previous experience required?**
 - Nope! We welcome those new to the hospitality industry as well as experienced marketing associates. This is an opportunity to start or grow your marketing portfolio.
- **Do I have to speak another language other than English?**
 - No, but if you do, consider it a bonus!
- **Where do 3E's current clients and customers come from?**
 - Outside of traditional marketing efforts, occasionally 3 Experiences participates in tradeshow and exhibitions where we gain some clients. Otherwise, this is a referral-based business so many of our new customers are friends or associates of former clients.
- **Can I get discounts on my own travel?**
 - As a travel specialist, you will have access to information that is not necessarily available to the general public. In order to receive discounts, you are also required to have certain qualifications/licenses. While discounted travel is one of the many rewards of what we do, it is not why we are in the business of travel.
- **How is it possible to complete with big travel chains and brands as an independent contractor?**
 - That's simple – we can compete and are successful because we provide a niche service. We have access to, and only sell the highest quality products and services. We work with suppliers and negotiate exclusive discounts and amenities that are only available through our partnerships. Most importantly, we are in the service of personal & expert guidance – that means we make our client's feel special, not like another name on a list.
- **How long is the internship for?**
 - We're flexible, but the minimum internship period is four (4) months.