

Do you have a passion for Digital Marketing and Analytics, and want to gain valuable hands-on experience?

Do you want to work for a company that encourages an entrepreneurial spirit and supports your passion for sustainability and natural products?

If so, then Frontier Co-op is for you. Since 1976, Frontier Co-op has been showing the world that **Doing Good, Works.**

We are currently seeking a **Digital Marketing Intern** to join our team this summer.

- 20-40 hours a week
- On-site or hybrid internship options available

Frontier Co-op distributes over 10,000 products in the natural living space. We manufacture the highest quality spices, herbs and botanical products through our Frontier Co-op, Simply Organic® and Aura Cacia® brands. We're driven by a simple purpose: to do good by our people and planet. And to create a stronger company built on a commitment to quality and sustainability.

Responsibilities:

- Develop an A/B email testing protocol, including developing testing scenarios, executing tests and reporting findings.
- Collect creative, assemble and test email marketing messages.
- Develop an A/B web landing page testing protocol, including developing testing scenarios, executing tests and reporting findings.
- Collect creative, assemble and test web landing pages
- Build weekly reports to share testing results and offer future testing suggestions.
- Work with stakeholders and content managers within the E-commerce department and across the organization

Qualifications:

- Currently pursuing a bachelor's degree in Marketing, Marketing Analytics, Communications, Business, or related field.
- Understanding of using digital media platforms
- Strong attention to detail and ability to meet deadlines while working independently
- Outstanding interpersonal skills
- Adept at presenting to a wide range of stakeholders
- Intermediate Excel & PowerPoint skills required
- Good written & verbal communication skills with preferred marketing, journalism or public relations writing experience

How to Apply: Please send your resume and cover letter to jayne-meacham@uiowa.edu. All resumes and cover letters will be screened to ensure they meet the minimum requirements before being forwarded to Frontier on March 25th.

Note: You will want to address your cover letter to Becky Holub, Frontier Co-op, Talent and Acquisition Manager.