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**Marketing Campaign Execution Internship**

Responsibilities for this position include:

1. Support the uniform coordination of outbound marketing programs across multiple media and digital distribution platforms
2. Work cross-functionally with marketing execution, market insight, product, pricing, and marketing communications teams, develop and execute integrated retail programs
3. Identify and define key retail tactics to enabling new opportunities to drive wireless acquisition, by leveraging key marketing pillars and assets
4. Work hand in hand with product and pricing teams to create attractive, relevant and revenue positive offers
5. Create compelling and strategic retail facing presentations to drive buy in and alignment across business units and retail partners
6. Actively contribute to the overall retail execution plan
7. Lead the quarterly acquisition, cross sell and revenue acceleration campaign planning
8. Develop the annual and quarterly content strategy to drive differentiation and support channel requirements for the small, medium and enterprise segments
9. Drive success of the business loyalty program including membership, program value, member engagement and partnership strategies
10. Develop and manage campaign messaging strategy & execution