



## Local Business Internship

Toughest Customer, a local Customer Service training and consulting company, is looking for an intern who wants to assist with media and internet marketing aspects of a small business. Real-world, practical business experience will be gained by the right candidate. This opportunity starts immediately.

Toughest Customer was founded by Heidi McCarthy, from her passion for Customer Service. Whether working as a waitress, in the corporate world, or as the General Manager of a high-end technical training company, she has striven to give the best Customer Service possible. The flip side of this, of course, is that she sees that Customer Service is a dying art. From observing the demise of Customer Service, Toughest Customer was born. Its purpose is to teach, coach and consult with small and medium sized businesses and the individuals that work in them, to put the *Service* back into Customer Service.

### Tasks:

- Assist with finding and marketing to local organizations for speaking engagements.
- Social media marketing
- Search engine optimization
- Public relations
  - press releases - find target publications
  - find websites to submit articles
- TeleSeminar promotion
- Develop mailing list and create newsletter template.
- Possibly assist with getting Blog up and running.
- Research and help me set up an Affiliate Program.
- Other research as projects come up.

### Qualifications:

- Knowledge of current marketing processes and procedures – ‘traditional’ and web-based.
- Knowledge of the 3 top social media sites -Facebook, Twitter and LinkedIn.
- Experience and willingness to do online research.
- Knowledge of search engine optimization.
- Ability to work with minimum supervision. Will work both in my office in Prescott Valley and from home.
- Excellent written and spoken English.
- Upbeat, positive attitude with a good sense of humor.

People interested in this unpaid internship and have the qualifications listed, should submit a resume and cover letter to [Heidi@ToughestCustomer.com](mailto:Heidi@ToughestCustomer.com). Please be sure that your experience is documented either in your resume or the cover letter.