

**RED Development Group** is a global business development firm with a team of Master Business Coaches and Strategists who have proven their ability to assist companies with identifying or redefining their objectives, developing a plan to achieve them, and implementing the processes, procedures, and policies that help them leave an imprint on the world. The **RED** team is dedicated to saving businesses by helping them to increase revenue, build dynamic teams and increase the overall company value and have fun doing it. Sound like something you want to be a part of? **JOIN THE #REDForce TODAY!**

### What can I expect as a #REDForce intern?

**RED Development Group** is dedicated to making sure that this experience is a Win! for our team members. We are looking for interns who want to use their super powers to impact the world and increase their skills so they stand out amongst their peers. Our interns will be hardworking self-starters who want to be a part of something great. Each of our interns will be individuals who are passionate about the work they do with a strong desire to enhance their skills in a high demand and challenging environment. In return, our **#REDTeam** will provide the work and experience to push you outside of your comfort zone and expose you to experiences that you weren't exposed to in your college career. It is our desire that each **#REDForce** intern function in their zone of greatness, be open and willing to learn so they leave here better than when they arrived.

## Meet the #REDTeam



Reggi Sturns-Kemp  
CEO & Certified Value Builder Coach  
Super Power: Increasing Profit Margins  
& Cleaning Industry Advocacy



Collette Portis, M.Ed.  
COO & Master Business Coach  
Super Power: Business Growth  
& Strategy



Thomas Brown Jr., MSL  
Asst Director of Brand Development  
Super Power: Visual Appeal &  
Business Evaluation



## #REDForce – Editorial Intern

**Major:** English Major or similar

### Responsibilities

- Editing/ formatting
- Work with the media department and occasionally assist other departments as they relate to media
- Organize digital products, such as photos, videos, and graphics
- Write and edit feature articles, news, and promotional copy
- Proofread editorial and advertising materials while adhering to the internal style guide
- Contribute to producing digital newsletters
- Contribute to producing print magazines
- Help organize online materials for events and tradeshow
- Actively participates in team meetings and occasionally client calls
- Proactively works with the assigned manager to establish and track goals in addition to training opportunities, etc.
- Assists team members as needed

### Qualifications

- Self- starter
- Strong ability to proofread and correct issues with grammatical, punctuation, and flow
- College Junior - recent graduate, preferably in a media, journalism
- Strong desire to learn along with professional drive
- Excellent verbal and written communication skills
- Knowledge of news writing, editing, digital publishing
- Knowledge of AP Stylebook guidelines
- Experience in WordPress, Adobe Creative Suite (InCopy, Photoshop) a plus



## #REDForce – Brand Management Intern

**Major:** Graphic Design, Digital Media, Videography, Advertising or similar.

### Responsibilities

- Web designer/ videographer
- Create visual content for social media, presentations, email templates, infographics, and more
- Uphold brand standards to ensure consistency and quality of all graphics and marketing packages
- Work directly with Director of Brand Development to continuously improve our marketing and aligned design strategy for reaching our target demographic
- Actively participates in team meetings and occasionally client calls
- Proactively works with the assigned manager to establish and track goals in addition to training opportunities, etc.
- Assists team members as needed

### Qualifications

- Great understanding of YouTube and ability to develop YouTube ads
- Experience in Adobe Creative Cloud's design software (InDesign, Illustrator, Photoshop, etc)
- Experience in content creation and graphic design
- Current college Junior – recent graduate student pursuing a degree in graphic design or marketing
- Ability to work independently as well as with a team
- Interest in working in an entrepreneurial and fast-paced environment



## #REDForce – Personal Relations Intern

**Major:** Communications or similar

### Responsibilities

- Create and distribute press releases
- Research award opportunities, new media contacts, etc.
- Drafts a range of written materials (e.g. pitches, briefing sheets, reports, etc.)
- Establishes relationships with media contacts and drafts pitches for targeted media
- Participates in company training programs
- Leverages problem-solving skills and exemplifies the company's values in daily work
- Proactively seeks and shares relevant information with colleagues
- Proactively works with the assigned manager to establish and track goals in addition to training opportunities, etc.
- Assists team members as needed

### Qualifications

- Excellent communication, organizational and writing skills
- Ability to prioritize and multitask in a dynamic, creative and fast-paced environment
- Ability to write effective press releases and research and schedule appropriate media interviews.
- Ability to work well with others and independently as needed
- Positive attitude with a proactive approach
- Required proficiency with Microsoft Office
- Undergraduate degree in communications, public relations, journalism or related (preferred)
- Previous PR internship or relevant leadership role at college/university (preferred)
- The intern may be expected to perform other related duties as required
- Actively participates in team meetings and occasionally client calls
- Proactively works with the assigned manager to establish and track goals in addition to training opportunities, etc.
- Assists team members as needed



## #REDForce – Marketing Intern

**Major:** Marketing or similar

### Responsibilities

- Help with business analytics and market research
- Assist with content writing for the website, blog, social media and sales and marketing collateral
- Assist with customer testimonial and case study writing and submission/approval process
- Coordinate and improve processes related to creative filing and management of marketing graphics, collateral, business cards, images, etc.
- Order various materials for sales and marketing; collateral, posters, business cards, etc.
- Update current media matrix defining key offers, creative unique phone #'s etc.
- Assist with event planning for tradeshow and other key events Collaborate with marketing to create new ideas for campaigns to support lead generation efforts
- Assist with project coordination
- Organize all print media for easy access and sales use
- Assist with Press Release distribution
- Assist with website, social media and blog updates via WordPress Assist with collateral updates and version control Other projects as assigned
- Actively participates in team meetings and occasionally client calls
- Proactively works with the assigned manager to establish and track goals in addition to training opportunities, etc.
- Assists team members as needed

### Qualifications

- Undergraduate Junior – recent graduate
- Strong work ethic, motivation, and sales drive
- Effective communication
- Confident decision-making skills
- Strong ability to negotiate
- Eagerness to learn
- Enthusiasm and high energy



## #REDForce – Business Development (Sales)

**Major:** Sales, Business, Entrepreneurship or similar

### Responsibilities

- Assist with the roll-out of current sales strategy
- Update sales slide decks
- Data mining (use lead generating databases to assist staff with identifying target buyers)
- Help identify growth opportunities, regional markets, competitive analysis, etc.
- Responsible for meeting monthly sales goals in appropriate markets
- Relationship building
- Networking
- Conduct sales calls and prospecting
- Great understanding of company, products, and services

### Qualifications

- Minimum, College Junior
- Strong work ethic, motivated, passionate, self-starter, and sales drive
- Effective communicator
- Confident decision-making skills
- Strong ability to negotiate
- Ability to build rapport and great relationships
- Eagerness to learn
- Fast learner
- Enthusiastic and high energy

