



MPIJET

2023 Spring Intern (Remote) - Aircraft Charter & Ownership Marketer/Brander Associate

Description

Elevate your degree’s objectives with real-world application. At MPIJET, our culture empowers self-starters and provides a safe and active medium to test NEW ideas, theories, and processes. Developing confident and skilled talent is a critical component to our business. MPIJET is the only Monterey, CA based aircraft charter and management company. We are responsible for the service and safety of the county’s ultra-wealthy residents. Our task is no easy undertaking and requires dedication and collaboration from every team member. This opportunity counts as a three (3) credit hour course.

This internal facing position indirectly engages and communicates with our community, clients, and competitors through blogs, website optimization and branding, social media, and blogs.

POSITION RESPONSIBILITIES:

SEO (Search Engine Optimization)

- Increase the number of inbound links on our website through partnerships, blogs posts, SM tags, reviews, and MPIJet affiliates.
- Utilize key-word marketing by finding ways to update and implement key words throughout the website.
- Fix and maintain broken links on website.
- Facilitate an effortless buyer’s journey

Social Media

- Keep followers stimulated through set content calendar
- Drive customer interactions through direct messaging, comment responses, and likes.
- Build trust by posting transparent, interactive and informative content
- Showcase our products and services via stories, “guides” and videos
- Reach new relevant clients through demographic searches
- Grow our clientele organically through relevant search hashtags
- Location targeting
- Influencer marketing

Website development

- Update website to reflect company changes
- Integrate inbound and outbound links
- Increase Google’s ability to crawl website by adding content tags and descriptors
- Gleam leads through form submissions and facilitate efficient hand-offs to booking department.

Email Marketing

- Inform MPIJet community of released blogs, offers, empty legs and company updates weekly.
- Target different email groups with varying email campaigns.
- Ex) Empty leg emails go to tagged empty leg contacts

Qualifications

Education:

- Pursuing a Bachelor’s Degree
  - Marketing
  - Communications
  - Public Relations
  - Other related field
- Minimum GPA Requirement: 3.5

Position Requirements:

- Independent thinker
- Personally Accountable
- Self-starter and initiative taker
- Professional and collaborative demeanor
- Knowledge of aircraft and google analytics is beneficial

Primary Location: Remote  
Recruiting Company: MPIJET  
Schedule: Part-time

Job Level: Individual Contributor  
Posting Date: 12/1/2022