

**CMR Growth Business Marketing Internship:**

**Support Growth Businesses Program Managers in developing, executing and analyzing acquisition and booking programs to support Disney Cruise Line, Adventures by Disney, Aulani, a Disney Resort & Spa, Disney Vacation Club and Disney Rewards Visa Card. Assist with creative review, tracking codes, testing and reporting and other ad hoc requests as needed.**

**Required Qualifications:**

- **Currently enrolled as a Junior or higher in a U.S. college/university, earning a degree in Statistics, Marketing or Business Administration**
- **Minimum 3.0 GPA in major**
- **Excellent Microsoft Office Skills, including PowerPoint and Excel**
- **Willingness to learn new software applications**
- **Willingness to learn CRM Marketing and Management**
- **Strong interest in Direct Marketing and CRM**
- **Strong understanding of principles of Direct Marketing, Email Marketing and CMR**
- **Demonstrated strong organizational skills with attention to detail**
- **Demonstrated computer proficiency in PowerPoint and Excel**
- **Demonstrated strong verbal and written communication skills**
- **Demonstrated problem solving and decision making skills**

**Approximate dates of this internship is January 2015 to June 2015.**