



## **KAK Industry – Marketing Specialist Intern / Part Time**

KAK Industry is a high-volume parts manufacturer focused on the firearms industry. KAK has two machine shops, Oxnard CA and Albany MO, with over 75 CNC machines. The Marketing Specialist for KAK Industry is responsible for all aspects of marketing for the KAK brand. This is a part time / internship on-site position at the Albany Missouri facility. The Marketing Specialist reports directly to the Marketing Director.

### **General responsibilities include but not limited to**

- Develop, implement, and track marketing programs
- Conduct market research to identify new opportunities
- Create marketing materials and assets
- Work with and manage external vendors and agencies
- Analyze and create reports on the results and efficiencies of campaigns
- Manage social media influencers
- Plan, coordinate, and attend trade shows

### **Required Skills & Qualifications**

- Enrolled in a university level marketing or similar program
- Strong written and verbal communication skills
- Working knowledge of analytical systems such as Google Analytics
- Skilled in technical writing and content editing
- Experience with Adobe Creative Suites

### **Preferred Skills & Qualifications**

- Proficiency in photography and photo editing
- Skilled in content creation and social media interaction including YouTube, Instagram, Facebook, TikTok, and others.
- Interest in outdoor and shooting sports and comfortable around firearms

### **Standard Benefits**

- Starting pay dependent on experience and qualifications