



Title: Marketing Operations Intern

Department: Marketing

Location: Alpharetta, GA

Reports To: Corporate Marketing

FLSA Status: Exempt

Job Description Overview

Ariba, Inc. is the leading provider of collaborative business commerce solutions. Ariba enables more efficient and effective buying, selling, and cash management by combining industry-leading software as a service (SaaS) commerce technology with the world's largest web-based global trading community and expert capabilities and services to augment internal resources and skills – all as a flexible, cloud-based service. The Ariba® Commerce Cloud™ delivers everything needed to control costs, increase sales, minimize risk, and enhance cash flow and operations. More than 300,000 companies, including over 80 percent of the Fortune 100, use Ariba's solutions to drive more efficient and effective inter-enterprise commerce.

As the Marketing Operations intern, you will gain tremendous experience at a high-growth company in an advanced global marketing department, utilizing the latest technologies and methodologies of operation. In this role, you will be responsible for supporting the marketing operations team with tasks related to a variety of areas including email marketing, online events, data, and ad-hoc projects. The candidate for this exciting and important role should be highly motivated, energetic, a self-starter, and have a passion for learning and growing.

Duties and Responsibilities

- Assist with general marketing duties and projects as needed
- Provide email marketing campaign support including creating e-mails in Dreamweaver and Eloqua – two programs key to marketing professionals
- Import and export lists from Marketing database
- Support with duties and tasks for online events
- Maintain mass email inboxes to delete all out of office replies, perform email address updates, manage unsubscribe requests, etc.

Ariba, Inc. is an EEO/Affirmative Action employer and does not discriminate based on race, religion, color, national origin, gender, sexual orientation, age, disability, veteran status, or any other protected category.



Preferred Qualifications

- Must be willing to work hard and have good communication and interpersonal skills
- Should be a results-driven, energetic self starter with strong organizational and time management skills
- Must have the ability to take initiative, and set and balance goals, and willing to learn and grow
- Must be detail oriented

Basic Minimum Qualifications

- Candidate must be recently graduated or currently enrolled in a graduate or undergraduate program in marketing, journalism, communications or related field.
- Strong MS Office skills (Power Point, Word, and Excel)

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