Title: Marketing Intern
Start: January 2027
Length: 6 months, with the option to extend
Hours: About 10 hours a week
Compensation: $15/hour, or academic credit
Reports to: Anna Veltri, Marketing Manager
Location: Pittsburgh / hybrid

About the role
OZ is looking for a marketing intern to join our small marketing team for the first half of 2027. You'll work directly with our Marketing Manager on social media, content, email and direct-mail programs that reach senior insights leaders at major brands. This is a hands-on role. You'll see how a B2B marketing function runs day to day.

What you'll do
- Social media. Design graphics for LinkedIn and Instagram posts from concepts provided by the Marketing Manager, using OZ brand templates. Schedule approved posts in HubSpot.
- Blogs. Format and publish blog posts and Z-Files (our thought leadership articles) on the OZ website.
- Newsletter. Build OZ's quarterly email newsletter in HubSpot from the content we provide, test it and prepare it for sending.
- AI search tracking. Each quarter, run a fixed set of prompts through AI tools such as ChatGPT, Gemini, and Claude, and log whether OZ and our competitors appear in the answers.
- Direct mail. Assemble and ship personalized direct-mail packages to clients and target accounts.

Room to grow
The core tasks above take up most of the role, and there is room to take on more depending on your skills and what you want to learn. We'll set those goals with you in your first few weeks. Examples of work available to the right person include:
- Researching target companies and the people who make research decisions there
- Tracking job changes among past clients and keeping our CRM up to date
- Writing first drafts of social posts, blog posts or newsletter sections
- Shooting and editing short videos with our researchers
- Helping plan conference outreach and building attendee and speaker lists
- Pulling monthly marketing reports from HubSpot

If you have a specific goal, such as building a design portfolio or learning marketing automation, tell us in your application.

Required

- Current undergraduate or graduate student in marketing, communications, graphic design or a related field
- Working knowledge of Canva, Adobe Creative Suite or similar design tools
- Strong attention to detail, especially with brand standards, formatting and proofreading
- Reliable with deadlines and comfortable working independently once trained
- Available about 10 hours a week from January through June 2027

Nice to have

- Experience with HubSpot, Mailchimp or another email or CRM platform
- Interest in B2B marketing, market research or consumer psychology
- A portfolio of design or social media work

What you'll get

- Published work for your portfolio, including social graphics, newsletters and blogs
- Hands-on experience with HubSpot and B2B marketing in a professional services firm
- Regular one-on-one time with the Marketing Manager, with feedback on your work
- Exposure to how Fortune 500 brands buy and use consumer research
- A choice of $15/hour or academic credit, and the option to extend past six months

How to apply

Send your resume, a short note on what you hope to get from the internship, and a link to your portfolio or two or three work samples to internships@olsonzaltman.com. Applications are due December 11th. If you're applying for credit, please confirm your school's internship requirements in your note.