

Marketing Internship – Walstrom Marine

801 Front St, Bay Harbor, MI 49770

Seasonal Internship, \$18/hr

How to Apply: Visit walstrom.com/careers or send resume to hr@walstrom.com

DESCRIPTION OF POSITION

This paid internship provides hands-on marketing experience in the boating industry. You'll support digital marketing initiatives, social media content, video creation, and company events while gaining practical experience in a professional environment.

Based in Bay Harbor and serving locations throughout Northern Michigan, you'll gain exposure to marketing nationally recognized boat brands such as Sea Ray, Regal, Tiara, Chris-Craft, and Pursuit. You'll collaborate with multiple departments across the dealership and contribute to meaningful marketing initiatives that support brand growth and customer engagement. This role offers the opportunity to build valuable skills, strengthen your resume and portfolio, and gain meaningful insight into the boating industry.

Internship Term & Schedule

This internship is 8–12 weeks based on candidate availability. Approximately 25–40 hours per week with a flexible schedule primarily between 8:00 a.m. and 5:00 p.m. Monday through Friday. Occasional evening and weekend availability required for events.

Essential Functions

Essential duties and responsibilities include, but are not limited to:

- Support the Marketing Team with content creation, event coordination, and ongoing marketing initiatives across company locations.
- Assist in planning and executing customer events and promotional initiatives, including on-site setup, logistics, and professional brand representation.
- Capture and edit short-form video and photo content (Reels, Shorts, TikTok, and similar formats), collaborating with cross-functional teams to support inventory promotion and broader marketing efforts.
- Travel between company locations as needed to assist with event support, photography, video coverage, and brand initiatives.

-Provide marketing administrative and project coordination support as needed, including occasional blog writing and copywriting for digital platforms and company publications.

-Essential functions may be performed with or without reasonable accommodation to enable individuals with disabilities to perform the essential functions of the job.