



Environmental Solutions Marketing Intern UPL NA POSITION DESCRIPTION

Job Title: Environmental Solutions (ES) Marketing Intern
Reports To: ES Marketing Manager/Head of ES

Status: Hourly
Location: Remote

JOB SUMMARY: The Environmental Solutions Intern will gain general knowledge how a chemical manufacturing company functions, with a focus on the development of the Strategic and Tactical go to market business plans supporting the UPL Environmental Solutions Turf and Ornamental, Pest Control, Post-Harvest Fumigation, Aquatics divisions.

REQUIRED EDUCATION AND EXPERIENCE:

- Currently pursuing a bachelor's in Product/Brand Marketing/Agricultural Business
- Interpersonal skills required to work with a wide variety of people/functions each day, build relationships and network.
- Product and Brand Marketing knowledge—Vision/Strategy/Tactics and Actions; Positioning, Price, Placement & Promotion and Activation/Advocacy
- Market Segmentation / Customer Driven Pain Point / Capabilities Driven Strategic and Tactical brand plan knowledge
- Strong written and verbal communication skills required.
- Proficient Microsoft Office skills required including Word, Excel, PowerPoint, and Outlook.

JOB RESPONSIBILITIES:

- Participate in activities including research - development of customer needs driven needs – (met/unmet - current/ future), Micro and Macro environmental influences/trends implications
- Competitive Landscape – Reason to Believe / marketing brand and product plans, customer meetings
- Participating in marketing activities such as maintaining social media and tradeshow
- Assist Marketing Manager in development of target specific go to market brand plans inclusive of product/communication strategy/action and tactics
- Assist with any other functions as deemed necessary.

KEY COMPETENCIES:

Teamwork/Collaboration: Ability to work both individually and as a team with both internal and external stakeholders/influencers

Communication: Speaks, writes, listens, and presents information in a logical and articulate manner appropriate for the audience

Initiative: Recognizes what needs to be done and acts and accomplishes results as the situation demands

Product/Brand Marketing Positioning: Development/Working knowledge of Marketing and Brand Plans

Organization/Project Management: Plans and schedules work according to changing priorities; designs and maintains effective systems and processes for managing work

Problem Solving: Identifies the root cause of an issue and works with others to permanently fix problems

End User and Go to Market Path Research: Development, conducting, analysis and recommendations

Productivity/Quality: Ability to produce work product that is thorough and accurate

Travel: As needed, 10-20%

PHYSICAL DEMAND ANALYSIS

DESCRIBE WORK ENVIRONMENT: Office, travel, fields, and conference room meetings or other enclosed spaces. May be exposed to varying weather conditions, chemicals and/or agents.

SUMMARIZE THE PHYSICAL DEMANDS ASSOCIATED WITH THIS POSITION: The incumbent will carry a laptop and may occasionally carry products or boxes of varying weight and size.

PHYSICAL DEMANDS OF ESSENTIAL FUNCTIONS

PLACE AN X IN THE APPROPRIATE COLUMN: "O" = OCCASIONAL, "F" = FREQUENT, "C" = CONSTANT.

	FREQUENCY OF ACTION			WEIGHT INVOLVED (IF APPLICABLE)								
				UNDER 20 LBS.			20-60 LBS.			OVER 60 LBS.		
	O	F	C	O	F	C	O	F	C	O	F	C
STANDING		X										
WALKING		X										
SITTING		X										
CARRYING	X			X			X			X		
BENDING	X			X			X			X		
LIFTING	X			X			X			X		
PUSHING	X			X			X			X		
PULLING	X			X			X			X		
TWISTING	X											
REACHING	X											
SEEING			X									
GRIPPING	X											
HEARING			X									

Scale	OCCASIONAL 0-33% OF TIME FREQUENT 34-66% OF TIME CONSTANT 67-100% OF TIME
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This job description is not to be construed as an exhaustive statement of duties, responsibilities, or requirements. Employees will be required to perform any other job-related duties as requested by their supervisor, consistent with their skills and experience.

UPL NA Inc provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics. In addition to federal law requirements, UPL NA complies with applicable state and local laws governing nondiscrimination in employment in every

location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

UPL NA Inc expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of UPLs employees to perform their job duties may result in discipline up to and including discharge.