

Paid internship NOW with the potential to be hired full-time after graduation!

Apply Now!

Marketing Internship

ViewPoint Systems is Hiring!



Marketing Intern

Fall 2026: 10-20 hours/week

Spring 2027: 10-20 hours/week

Viewpoint Systems is seeking a motivated and creative Marketing Intern to join their growing team through the **UWF Talent Catalyst Program**.

This hands-on role will provide broad exposure to digital marketing, content creation, brand development, and strategic planning. The ideal candidate is a self-starter with strong communication skills, a creative eye, and an interest in the defense and technology sectors.

This position will allow you to develop and apply necessary real-world skills while attaining your UWF degree.

Apply today using the QR Code or visit our website:
uwf.edu/WorkforceDevelopment

The UWF Talent Catalyst program combines work experience, classes, mentoring, and essential professional soft skills development.
Email: workforcedevelopment@uwf.edu



UWF Talent Catalyst
UNIVERSITY OF WEST FLORIDA



Marketing Intern Job Description

Key Responsibilities:

Digital Marketing & Web Presence

- Coordinate with and manage Viewpoint's third-party digital marketing agency to improve organic search rankings (SEO), including keyword strategy, on-page optimization, and performance tracking.
- Work with the agency to optimize and manage Viewpoint's Google Ads campaigns, monitoring spend efficiency, click-through rates, and lead quality.
- Collaborate with the agency and internal stakeholders to plan and execute website improvements, including content updates, user experience enhancements, and new page development.

Content Creation & Photography

- Plan and execute professional photography sessions of Viewpoint's facility, team, and products for use across the website, LinkedIn, and print marketing materials.
- Add new product photography and updated imagery to the Viewpoint website, maintaining a consistent brand aesthetic.
- Generate compelling, technically credible LinkedIn posts to build Viewpoint's brand presence, increase follower count, and engage the defense electronics community.

LinkedIn & Social Media Growth

- Develop and execute a strategy to grow Viewpoint's LinkedIn following among target audiences including defense prime contractors, military program offices, and industry peers.
- Maintain a consistent posting cadence and monitor engagement metrics, adjusting content strategy based on performance data.
- Identify and engage with relevant LinkedIn communities, industry groups, and influencers to broaden Viewpoint's reach.

Print Advertising & Industry Publications

- Research and identify relevant defense and military electronics trade publications and journals for print advertising placements.
- Manage the development of print advertisement creative, including coordination with graphic designers or agency partners as needed, and oversee submission and placement schedules.
- Track and report on print campaign investments and visibility outcomes.

Strategic Marketing Planning

- Develop a comprehensive marketing plan for Viewpoint Systems, encompassing digital, social, print, and trade show channels, with defined goals, timelines, and measurable KPIs.
- Conduct competitive analysis and market research to identify opportunities for differentiation and growth in the defense electronics market.
- Identify and evaluate opportunities for Viewpoint to participate in defense industry trade shows, conferences, and speaking engagements.

Qualifications:

Required

- Current UWF student pursuing a degree in Marketing, Communications, Business, or a related field.
- Strong written and verbal communication skills.
- Familiarity with LinkedIn, digital marketing concepts, and SEO basics.
- Ability to manage multiple projects simultaneously with attention to detail.
- Comfortable working both independently and collaboratively with internal teams and external vendors.

Preferred

- Experience with Google Ads, Google Analytics, SEO, or similar digital marketing platforms.
- Photography skills and comfort operating a DSLR or mirrorless camera.
- Experience with website CMS platforms (e.g., WordPress, Squarespace).
- Graphic design skills (Adobe Creative Suite, Canva, or similar).
- Interest in defense, technology, or industrial manufacturing sectors.