



POSITION ANNOUNCEMENT

Lead-Nurturing & Conversion Marketing Intern (Experienced)

Lux Company Overview

Lux Consulting Group, Inc. (Lux) is a dynamic, award-winning small business providing professional services to help government and non-government agencies run social and scientific programs at the local, national and international levels. Lux operates as a remote/telework/virtual workplace with headquarters in College Park, MD.

Position Overview

As our Lead-Nurturing & Conversion Intern, you won't just execute campaigns, you'll bring real-world experience and coach our internal communications team on setting up and managing effective lead systems. You'll guide AI driven processes, review performance, and share insights to help our organization make a critical pivot.

Key Responsibilities

Lead-System Setup & Training

- Evaluate CRM process and tools and make recommendations for monitoring leads in all verticals
- Build email drip sequences, chat-bot flows, and tagging strategies
- Advise our communications team on campaign structure and tools

Campaign Execution & Oversight

- Launch targeted ads on LinkedIn
- Design and launch email campaigns
- Monitor engagement and qualify prospects with our team

Lead Scoring & Segmentation

- Apply scoring models based on site visits, downloads, and email interactions
- Update and maintain lead lists in our CRM

Performance Analysis & Optimization

- Generate weekly reports on open rates, click-through rates, and conversions
- Recommend A/B tests and process improvements for the team to implement

Cross-Team Collaboration

- Work with business development and communications teams to refine messaging
- Deliver clear guidance and simple dashboards to keep everyone aligned

Minimum Qualifications

- Upper-level undergraduate or graduate coursework in Marketing, Communications, Business, or related
- Hands-on experience running lead-nurturing campaigns and ads including familiarity with common marketing KPIs
- Proven ability to teach or guide others on email automation and CRM setup
- Familiarity with AI marketing tools, social platforms and ad managers
- Excellent written and verbal communication skills
- Ability to self-manage and meet deadlines in a remote work environment
- Available 10 hours per week, all remote with weekly check-ins with the communications team and daily 15 minute standups with the executive sponsor

What You'll Gain

- An understanding of how small business consulting firms work
- Leadership experience training a communications team
- Exposure to top marketing and sales platforms
- Clear metrics you helped improve (open rates, lead quality, conversion rates)
- Mentorship from entrepreneurs and executives with more than 100 years of leadership experience collectively across multiple industries
- A written record and presentation summarizing your learning experience and impacts created throughout the internship
- A strong internship reference and potential path to full-time roles

Eligibility & Requirements

- Citizenship: Due to the nature of the work and applicable federal regulations, this position is open to U.S. citizens only. Proof of citizenship will be required during onboarding.
- Work Authorization: Candidates must be authorized to work in the United States without employer sponsorship.
- Equipment: This is a remote position. Candidates are responsible for providing their own computer, internet access, and any other equipment necessary to perform the role.

EEO

Lux is proud to be a minority-led, Equal Opportunity Employer. We are committed to building a diverse and inclusive workplace where everyone feels welcome and can bring their whole selves to work. We believe a team that reflects a variety of backgrounds and perspectives helps us better serve the needs of our customers and we celebrate diversity in all forms. As an Equal Opportunity Employer, we are committed to living out these values in all aspects of hiring, employee engagement and retention.

How To Apply

Interested candidates should submit a resume highlighting relevant experience and interest in the internship. Please include specific examples of your skills, accomplishments, or projects that demonstrate your qualifications for this opportunity.

- Submit your resume to: HR@luxcg.com
- Email subject line: “Lux Marketing Internship Inquiry – [Your Full Name]”