

## **MARKETING INTERNSHIP 2**

Leading Retirement Solutions (LRS) provides retirement plan solutions for businesses. We are seeking a highly motivated, and hard-working individual to join our exciting, emerging, and successful business. We are growing, which demands dynamic employees and processes. If you possess the skill set to thrive in a fast paced and often changing work environment, we want you to join our team!

**Position:** Marketing Intern

**Unpaid:** Will assist with academic credit where applicable

**Location:** Seattle, WA

**Hours:** 10-20 hours per week

**Start Date:** Immediate

**Prerequisite(s):** College or graduate student. Past or present studies majoring in Marketing, Sales, Public Relations, Communications, or related degree.

This position supports the company, marketing team, and its president with the daily and ongoing marketing and sales needs of the company. The marketing intern will work directly with the company president and other interns to increase LRS' brand awareness while implementing the sales and marketing strategy.

Your work may include the following responsibilities along with other unlisted duties:

### **Responsibilities:**

- Write industry related articles to publish on company blog and focused on engaging our two primary consumer segments: business owners and referral partners.
- Write articles for relevant LRS campaigns and studies to further drive brand messaging and position LRS as a thought-leader in the retirement community.
- Lead strategist on any campaign that is newly implemented or ongoing from previous years
- Coordinate efforts with other interns to make sure all aspects of the campaign are covered, all appropriate channels are utilized, and overall strategy is documented
- Update Pulse, Medium, and Townsquared with company blog articles and originally written content regularly
- Lead strategist on any initiative that is implemented to capture a new opportunity or to build LRS brand equity in new dynamic ways (such as LRS did with a national study)
- Coordinate efforts with other interns to make sure all aspects of the initiative are covered, all appropriate channels are utilized, and overall strategy is documented

**Preferred Requirements:**

- Work Authorization: U.S. Citizen or Permanent Resident Visa
- Ability to generate, share, and follow through on strategic initiatives
- Proficient multitasker, strong attention to detail, driven to succeed, organized, and resourceful.
- Ability to analyze goal-oriented results and adapt strategy accordingly
- Excellent communication skills and a strong interest in creating marketing campaigns and driving brand awareness
- Professional demeanor, ability to work independently and in a team

We generally receive a large volume of applications. If your application reflects the qualifications we have described, we will contact you to schedule an initial phone interview.

**To Apply:** Email Human Resources - [hr@leadingretirement.com](mailto:hr@leadingretirement.com) - be sure to include cover letter, resume, references, and your unofficial transcript.