

MARKETING INTERNSHIP 3

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

Pay: Unpaid – will assist with academic credit where possible

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:

- Build an online community of industry professionals, business owners, business leaders and individuals passionate about retirement
- Publish industry related content from company blog and other partner sources to social media channels to drive traffic to LRS website, blog, sales staff, etc.
- Create weekly and monthly social media calendar for Facebook, LinkedIn, and Twitter
- Follow up weekly with Google analytics, WordPress, Facebook, Twitter, and LinkedIn to monitor traffic flows and identify trends
- Analyze metrics and analytics to determine if current digital strategy is working, and adapt accordingly to consumer trends
- Work with other interns to confirm digital marketing strategy, what's working, what's not, what's success and why
- Research and apply for awards and recognitions that will drive awareness of the LRS brand as well as promote LRS and its President, Kirsten Curry, as thought-leaders in the retirement industry
- Use online platforms to create infographics, campaign posters/ads, customized tweets, and anything else that may be used in campaigns, initiatives, or company blog postings.
- Create graphic templates for printed marketing materials based on strategic initiatives
- Research materials (photos, graphics, etc) that represent LRS brand voice for social media feeds, campaigns, website, blog, etc.

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 - be sure to include cover letter, resume, references, and your unofficial transcript.