Marketing / Communication Internship
Investment Banking

Position: Undergraduate Internship – 2019 (Unpaid / Course Credit).

Title: Marketing / Communication Intern

Duties: The intern’s primary responsibilities will be to assist Director of Marketing, Analysts and Investment Bankers with Internal and External Communication and marketing of Merit Harbor Capital, and its affiliates and various research tasks.

New Term Priority: Assist Director of Marketing to rebrand the company across all mediums

Responsibilities:

- Collaborate with marketing team members to create marketing literature for a variety of mediums (digital, print, etc.) and distribution platforms (institutional, intermediary and international partnerships).
- Proofread marketing materials and provide suggestions for improvement.
- Assist with content layout and formatting while seeking to adhere to corporate brand standards.
- Coordinate the advertising review and compliance approval process.
- Populate product-specific content in online databases.
- Participate in and help coordinate product positioning efforts and marketing plan development.

Potential ad-hoc projects

- Update routine marketing materials.
- Assist with the creation of new marketing materials to support new product launches, targeted product campaigns and client retention efforts.
- Analyze processes and propose suggestions for improvement.
- Conduct market research on competitors and target audience.
- Research and proactively suggest new marketing ideas.
- Update content on website and digital platforms.
- Generate reporting metrics for management.
Actionable examples:

- Managing company’s LinkedIn page and member information i.e. Posting updates, reaching out, creating campaigns, and growing company’s following.
- Create data lists for internal and external marketing uses for use in digital campaigning
- Manage blog, CRM / databases for marketing purposes
- Craft blog articles, white papers and case study materials.
- Coordinate outbound Digital marketing and report analytics using third party tools such as Act-on / Buzz Builder and other platforms
- Look to maximize MHC’s market presence on various listing and platforms
- Look to expand social media presence LinkedIn Twitter etc.
- Research and promote CEO speaking events.
- Assist in PR execution and promotion

Required Qualifications:

- Must be currently enrolled full-time at a college or university pursuing a degree in business, finance, marketing, journalism, or communications.
- Internships are not available for students who have completed their college education or who will graduate prior to the conclusion of the internship.
- Strong written & verbal communications skills
- Ability to work independently and as part of a team
- Detail-oriented
- Project Management skills
- Understanding of Marketing / Communications concepts
- Reliable, dependable
- Working knowledge of Microsoft Word, PowerPoint, Excel, Adobe and other platform or graphics tools

Preferred Qualifications:

General knowledge of Marketing and Communications - financial markets and investments preferred

- Managing company’s LinkedIn page and member information i.e. Posting updates, reaching out, creating campaigns, and growing company’s following.
- Create data lists for internal and external marketing uses.
- Manage Merit Harbor Capital blog.
- Manage research databases such as Pitchbook, Hoovers, IBIS World, First Research, PEI Services, and GF Data.
- Craft blog articles, white papers and case study materials.
- Coordinate outbound Digital marketing and report analytics using third party tools such as Act-on and other platforms
- Look to maximize MHC’s market presence on various listing and platforms,
- Look to expand social media presence LinkedIn Twitter etc.
- Research and promote CEO speaking events.
**Qualifications:**
Candidate must also have advanced organizational and communication skills. Must be able to work independently and must be able to provide creative, new ideas to team and company. Must be willing to bring a high level of enthusiasm to the industry. Understanding/willing to dive into Investment Banking / financial services industry and discover new outreach ideas. Knowledge and willingness to learn marketing automation. Past marketing experience through employment or study.

**To Apply:**
Email Resume to Caasi.Dickens@MeritHarborCapital.com

**Application Deadline:** Applications will be accepted until the position is filled.