Emerald Marketing Internship

Interns are treated as a member of our marketing team and report to the VP of Marketing/Director of Client Services. We do not babysit, as we feel candidates are responsible adults at this point. We outline responsibilities and we are always available for guidance and help with any questions. We tend to give each individual some 'room to grow' from the experience provided. As time passes we usually can gauge how much flexibility we can factor into the daily routine based on what we observe.

The following is an outline of the basic responsibilities:

- Work closely with the Client Services and Internal Marketing Team. (daily)

- Assisting with the updating of materials via Excel spreadsheets, Word documents, PowerPoints, and subsequent PDF creation. This will include general sales and marketing material, client review and prospect presentations, etc. (occurs frequently)

- Completion of RFP (request for proposal) and management/product Questionnaires which involves researching specific data and providing detailed responses. This provides the individual a great opportunity to gather very comprehensive information and hopefully retain knowledge about the firm and the related industry. This provides the individual with a great opportunity to dissect a company based on the questions asked which has generally assisted previous interns in preparing for job interviews. (occurs as opportunities arise)

- May assist with updating the various consultant and industry databases in which we are registered which includes performance data, personnel changes, philosophy, investment process, etc. (updates to existing are quarterly; new-whenever)

- Research competitor information; gather data on any regulatory changes affecting our business; look for daily third party articles of interest to be posted to our website (may potentially learn website updating process)

- May be assigned a project which involves the development of a compliant sales piece resulting from the research data gathered combined with firm product data for field use by sales representatives.

- Needs to be able to adjust schedule and prioritize responsibilities essentially at times, on a moment's notice, as pressing issues do surface and immediate action is required (the proverbial wrench scenario)

- Printing and physical assembling of presentation materials (bound books) and maintaining sufficient supply of prepared material for distribution
When as much as we plan, there will be times when something out of the ordinary comes up. Our marketing intern may be asked to assist with a research project and will rotate into the schedule of picking up the mail.

Our priority for each intern is to assess the individual's ability to 'adjust on the fly', and how well he/she adapts to changes in routine. We hope to enhance, or at a minimum, develop each individual's acceptance of responsibility and dependability.

Our goal is to assist each individual in developing not only a sense for positioning our firm and products but also prepare them personally in providing them an opportunity to learn how to position themselves when competing for job opportunities upon graduation.