

**Title:** Marketing Intern

**Location:** Boston, MA

**Status:** Part-time intern, Summer 2017

### **Organization Overview**

Unfortunately, too many people in the U.S. today lack financial security. Too many people are financially vulnerable. For people to pursue their full potential, we need more wealth – of opportunity, of tools, of financial assets – and we need that wealth to be more widespread.

Commonwealth strengthens the financial opportunity and security of financially vulnerable people by discovering ideas, piloting solutions, and driving innovations to scale. We discover new financial challenges and explore new innovative solutions. We take the most promising of these new solutions and design real world pilots to see if they work. We then collaborate with consumers, the financial services industry, policy makers, and mission-driven organizations to bring these proven solutions to scale and improve the financial security and opportunity of millions of Americans.

Our efforts over the last 15 years have spawned new financial products and public policies responsible for helping 300,000 Americans to accumulate nearly \$200 million dollars in savings. To learn more about the organization, please visit [www.buildcommonwealth.org](http://www.buildcommonwealth.org)

### **Position Overview:**

The Marketing Intern will join the Marketing team to research improvements to the organization's marketing and communication strategy, primarily through digital channels. Examples of projects include: improving email segmentation; social media performance analytics and audience analysis; creating and organizing media lists; and researching LinkedIn groups. The intern may also be involved in strategic conversations around our greater communication strategy and brand implementation.

This position is ideal for candidates who are looking to gain experience in marketing analytics, social media audience research, media relations, and marketing for social change.

## Qualifications

- Enrolled in, or a recent graduate of, an undergraduate program in a related field (public relations, mass communication, marketing).
- Excellent research and communication skills.
- Able to plan and execute on several different projects at the same time.
- Can work both independently and as a member of a team.
- Flexible and willing to address project needs as they arise.
- Passionate about Commonwealth's mission.

## Time Commitment

The internship is 25-30 hrs/week from June to August, 2017, for 8-10 weeks. Start and end dates are flexible. The internship is located at Commonwealth's office in Allston but the schedule of when the Intern needs to be in the office is flexible.

## Compensation

A competitive stipend will be paid upon completion of the internship.

## To Apply

Please send a cover letter and resume to [resumes@buildcommonwealth.org](mailto:resumes@buildcommonwealth.org) and put "Marketing Intern" in the subject line. Candidates will be reviewed on a rolling basis. No phone calls.