



LIONS FINANCIAL

Position: Marketing Analyst

About Us: Lions Financial is an independent, full-service, financial services and business advisory firm which delivers integrated solutions for businesses and individuals. We offer independent, non-captive, fee-based services. This frees us to focus on preparing customized wealth management solutions to better serve each of our client's unique needs and wants. For businesses, we provide advice and proper courses of action for business planning, business continuity, and risk management initiatives. Additionally, we help companies navigate capital markets and plan for business growth or corporate exits. For individuals, we offer advice for financial plans, asset management, retirement income, and insurance services. Our mission is to provide our clients with a company that is committed to their best interest when planning for their future.

Summary of Position: This internship will allow the candidate to gain first-hand experience in a variety of day-to-day marketing and data analytics duties. The candidate will learn how to drive consistent, relevant traffic and how to track, measure, and analyze all initiatives to report on all marketing initiatives. Additionally, the candidate will learn how to establish closed-loop analytics with sales to understand how our inbound marketing activity turns into customers, and continually refine the process to convert customers. Moreover, the candidate will learn how to optimize the marketing automation and lead nurturing processes through email, content, and social channels.

Responsibilities:

- Build and manage the company's social media profiles and presence, including Facebook, Twitter, LinkedIn, and additional channels that may be deemed relevant.
- Create shareable content appropriate for specific networks to spread both our brand and our content.
- Monitor and engage in relevant social discussions about our company, competitors, and/or industry, both from existing leads and customers as well as from brand new audiences.
- Run regular social promotions and campaigns and track their success (e.g., Twitter chats, LinkedIn discussions, etc.).
- Work alongside other marketers and content marketers to help distribute content that educates and entertains our audience and supports marketing goals.
- Explore new ways to engage and identify new social networks to reach our target buyers.



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Qualifications:

- Excellent communicator and creative thinker, with an ability to use data to inform all decisions.
- Active and well-rounded personal presence in social media, with a command of each network and their best practices.
- Multi-tasker that can work on multiple projects and enjoys going in-depth on projects but also working on a variety of projects at once
- Positive attitude and strong work ethic with the mentality of a team player.
- Excellent verbal and written communication skills.
- Bonus experience and skills include HTML/CSS, Adobe Creative Suite, demand generation, inbound marketing, and blogging.

This position is Remote

It is our policy to provide equal opportunities to all individuals, without regard to age, gender, gender identity, sexual orientation, race, color, religion, creed, national origin, disability, genetic information, veteran status, citizenship or marital status, and to maintain a non-discriminatory environment free from intimidation, harassment or bias based upon these grounds.

Job Type: Unpaid Internship / Curricular Practical Training