

Organization Description

Filene Research Institute exists to help credit unions empower people to achieve financial wellness. We are an independent, consumer finance think and do tank dedicated to changing people's lives through ideas, truth and cooperation. We aim to create change through insightful research, playful ideas, and rigorous experimentation to make real and lasting impact in people's lives.

We live by the famous words of our namesake, credit union and retail pioneer Edward A. Filene: "Progress is the constant replacing of the best there is with something still better." Together, Filene and our thousands of supporters seek progress for credit unions by turning questions into research, research into ideas, and ideas into action. Filene is a 501(c)(3) not-for-profit organization. Nearly 1,000 members make our research, innovation, and impact programs possible.

Role

Marketing Communications Intern: part-time (15-30 hours/week). Hours can fluctuate to accommodate both summer and school-year schedules.

Job Location

Filene Research Institute, Madison, WI

- Summer 2021 work will be remote
- Beginning in fall, in-person work at Filene's office will be phased in
 - **Must be within commutable distance of Madison, WI, during academic school year**

Role Overview

We are seeking a motivated college student who is passionate about brand, has a way with words and thrives in a fast-paced creative environment. The Marketing Communications Intern will plan, implement, and track results for a variety of marketing communications programs (Salesforce, Pardot, Craft, Cision, social media analytics) across multiple channels.

Role Responsibilities

The ideal candidate will have familiarity planning and executing multi-touch campaigns, previous experience using content management and marketing automation systems, is a self-starter and loves working in a collaborative, energetic team environment.

- Develop promotional and communications plans for a wide variety of projects including lead gen/sales campaigns, public relations, e-newsletters, brand and collateral, event promotions and digital communications.
- Work individually or with a team to identify and evaluate marketing opportunities based on a set of provided objectives.
- Writing content for both print and web mediums as well as review and edit marketing publications to ensure accuracy.
- Collaborate with a team of Graphic Designers to create and execute marketing projects.
- Provide estimates of costs for projects and recommend the most economical and efficient methods of production.
- Ensure that the company's corporate branding is executed as appropriate in all communications.
- Support/assist team with website updates, podcast transcription, social media content creation, webinar/event execution and email automated journey campaign management.
- Measure and report on campaign impact and achievement on goals.
- Analyze campaign results and metrics; produce analytics reports.

The above statement of duties is not intended to be all-inclusive and other duties will be assigned as needed.

Role Requirements

The ideal candidate is pursuing a bachelor's or advanced degree with an emphasis in Marketing, Advertising, Communications, or a related field.

Specifically, we are looking for someone who has:

- Excellent written and oral communication skills, including editing and proofing abilities
- Ability to actively manage and prioritize a number of tasks simultaneously while expecting constant change
- High level of organization and keen attention to detail
- Willingness to take initiative and work independently, but also function as part of a dynamic team
- Inquisitive nature; problem solving skills
- Prefer experience (but not required) with customer relationship management systems (ex: Salesforce) and/or marketing automation platforms (ex: Pardot)
- Prefer experience (but not required) with web page editing using a content management system (ex: Craft)
- Familiarity with Microsoft Office products: including Word, Excel, Outlook, and PowerPoint