

## Content and Brand Marketing Internship

📍 Seattle, WA

🕒 Part Time (20 hours/week)

📅 Start Immediately

💰 \$15.75/hour

At Leading Retirement Solutions (LRS) our mission is to empower all businesses with the economic independence required to help their employees save for a secure retirement. In order to deliver on this mission, LRS team members uphold their commitment to superior customer service, have a consistent track record of exceeding expectations, and always show their attention to detail by continually advancing their education of our unique industry. With their solutions-oriented mindset and ability to thrive both independently and as part of a team, LRS is able to leverage our strengths and promote innovation throughout our industry. If this aligns with your values, and you possess the skill set to thrive in a fast paced and often changing work environment, we would love for you to join our organization of experts!

We implement 401(k)s, 403(b)s, Defined Benefit Plans, SEP & Simple IRAs, ROBS, ESOPS, Church Plans, and even plans for Cannabis companies. Through our open architecture recordkeeping services, we provide investment advisors, managers, plan sponsors and participants access to traditional and non-traditional investments.

### Department Responsibilities

The Sales & Marketing team serves as the face of the company, coordinating and producing all materials representing the business, reaching out to prospects, customers, investors and/or the community, while creating an overarching image that represents LRS in a positive light. Team members work together to identify a customer's unique needs and makes sure that those needs are met.

### In Your Role

- Write industry related articles for our company blog, focused on engaging our two primary consumer segments: business owners and referral partners.
- Research new possibilities for strategic initiatives and how they may prove beneficial for promoting LRS services, build brand equity, or engage in untapped markets.
- Publish company blog articles, relevant industry news, and originally written content to our social media channels regularly to drive traffic back to the LRS website.
- Stay up to date with industry news through relevant sources (blogs, newsletters, media, etc.), while looking for opportunity to drive LRS brand messaging.
- Research and apply for awards and recognitions that will drive awareness of the LRS brand and promote LRS as leaders in the industry.
- Assist in the development and implementation of LRS marketing campaigns.
- Edit content created by other team members to confirm all messaging is on brand and engagement is appropriate for the intended audience.

### Qualifications

- Work Authorization: U.S. Citizen or Permanent Resident Visa.
- College or graduate student. Past or present studies in Marketing, Sales, Public Relations, Communications, or related fields.
- Strong command of technology and the ability to quickly learn new software solutions.
- Proficiency is required with Excel, Word, Outlook, Adobe Acrobat, browsing network directories, and dual screens as we are a paperless office.

**To Apply:** Email Human Resources - [careers@leadingretirement.com](mailto:careers@leadingretirement.com)

Be sure to include a cover letter, resume, 2-3 writing samples, references, and your unofficial transcripts.