

## Market Research Intern

### Summary

Provides a learning experience in the Market Research field within the financial services industry. This individual will directly assist the President and CFO with detailed analysis of market opportunities for the company's services, including a financial analysis. This internship is designed to be both educational and practical. The intern should expect to learn how to translate skills acquired in coursework for application in a professional setting as well as gain experience in the financial services industry.

### The Market Research Intern will:

- Research regional and national market opportunities for the company's services.
- Manage data in statistical software and customer relationship management system (CRM)
- Utilize available market and company data to recommend pursuit of specific markets.
- Develop marketing plans targeted to specific industries.
- Assist in the creation of marketing materials (signs, circulars, email campaigns, etc.).
- Understand company services and brand.
- Have an opportunity to participate in all aspects of the client acquisition process including research, marketing, sales, networking and contracting.

### Qualifications:

- Current or recent enrollment in a graduate or undergraduate degree program with an interest and aptitude to work in the research or financial services industry.
- Ability to prioritize tasks and handle numerous assignments simultaneously.
- Ability to self-manage time and work from home with minimal interruptions.
- Proficient in Microsoft Office and Internet applications.
- Read and interpret business records and statistical reports.
- Deal with the public, customers, associates, and government officials with tact and courtesy.
- Complete all assigned tasks, reports, projects etc. in a professional manner and on an on-time basis.