

VAST
JOB DESCRIPTION

Position: Marketing Intern (College)	Department: Marketing/Sales
Reports to: Sales Leader	Prepared by: Beth Swanson
FLSA Status: Non-Exempt	Date: 12/06/2022

POSITION SUMMARY: The college intern is responsible for providing prompt, accurate and courteous support services for the Business Development Coordinator, Advisors, Sales Leader, and the Administrative Team. The essential functions of the position include assisting the Business Development Coordinator and Sales Leader with external marketing for the agency, maintain the VAST brand within the website and social media pages, managing and tracking marketing campaigns and prospect lead generation analysis.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Work closely with all Risk Managers and Team Lead to ensure new business goals and retention goals are obtained.
2. Maintain monthly VAST boards for department and individual Risk Managers.
3. Develop and maintain a database of prospects.
4. Develop presentations, proposals, claim analysis, benchmarking, etc. as needed.
5. Collaborates with Business Development Coordinator, Executive Management and Sales Leader to optimize client experience and build brand consistency.
6. Develops, monitors, and enhances social media platforms.
7. Collects data and forecasts trends around marketing campaigns and sales performance.
8. Presents design ideas and recommendations to Sales Leader and Executive Management Team.
9. Upholds VAST Resource Center.
10. Manages and utilizes co-op marketing packages with Company Partners.
11. Communicates clearly with clients and team through various medias.
12. May attend trade shows and community events and staff agency booths when requested.
13. Coordinate seminars, conferences, and special agency events.
14. Run necessary reports as requested.
15. Perform special projects at management request.

COMPETENCIES:

1. Business Acumen.
2. Communication Proficiency.
3. Customer/Client Focus.
4. Results Driven.
5. Creative.
6. Consultation.
7. Critical Evaluation.
8. Cultural Awareness.
9. Relationship Management.
10. Ethical Practices.

(Continued)

COMPETENCIES (Continued):

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11. Planning and Organizational Skills.
12. Adaptability/Flexibility.

COMPUTER SKILLS: Demonstrate strong PC skills including Word, Excel, and Outlook. Knowledge of Canva, WordPress and Adobe Suite products such as Photoshop is a plus. Knowledge of Agency Management Systems and Acrisure Resources.

OTHER QUALIFICATIONS: Must be organized, detail oriented, able to multi-task and be efficient with verbal and written communication skills. Must also have the ability to work with others. Must have a high level of problem-solving skills. Must be able to meet deadlines. Maintain a professional image. High degree of confidentiality.

WORK CONDITIONS

1. Work is done in a temperature controlled, non-smoking office environment.
2. Workstations are open-aired cubicles.
3. The noise level in the work environment is usually moderate.
4. High level of interpersonal or informational complexity is faced.
5. Subject to many interruptions.

PHYSICAL REQUIREMENTS (with or without reasonable accommodation):

1. Must be able to successfully perform the essential functions of this position.
2. Ability to access all areas of the VAST offices.
3. Ability to access all areas of clients' facilities and grounds.
4. Requires some lifting, pulling, pushing, carrying.
5. Ability to lift twenty (20) pounds.
6. Ability to crouch, crawl, bend, stoop and climb.
7. Prolonged periods of sitting.
8. Occasional prolonged standing.
9. High-level manual dexterity to operate all office machines and equipment.
10. Ability to work accurately and quickly with interruptions.
11. Moderate stress due to regular deadlines and daily challenges.

POSITION TYPE/EXPECTED WORK HOURS

This is a part-position (15-19 hours per week). Flexible hours Monday through Friday, 8:00 AM to 5:00 PM.

EDUCATION AND/OR EXPERIENCE

Part-time or full-time students seeking Bachelor's Degree.

LICENSING:

None.

NOTE: This job description is intended to describe the level of work required of the person performing the work. The principal duties outlined are the essential responsibilities and duties. Other duties may be assigned as needed.