



Marketing Intern - Job Description
Ascent Student Loans | Ascent Funding, LLC.
Fall/Winter 2019 - Spring 2020 | 6+ Months, Part-Time \$16/ hour

Ascent Student Loans is a private student loan program built around one guiding principle: Student loans should expand possibilities, not limit them. That's why Ascent created a new private student loan program that gives students more opportunities to qualify for a loan, with or without a cosigner. Ascent provides access to higher education funding for an expanded population of students, while preserving the notion that an education is an investment where students and families should understand the return on their investment relative to the cost. Ascent encourages transparency and financial wellness by incorporating financial education into the application process, preserving the notion that an education is an investment where students and families should understand the return on their investment relative to the cost. **Ascent offers benefits** (such as 1% cash back, scholarships, a Refer a Friend Program, a Rewards Program, and more) as well as free resources that set students and families up for financial success.

Ascent is proud to be part of the GS2 family. GS2, named "Best Places to Work" by the San Diego Business Journal for since 2015 and awarded a "Top Workplaces" honor by The San Diego Union-Tribune (2016 & 2017), is a values driven, employee owned education finance technology company providing a comprehensive array of products and services that include Ascent student loans, trust administration, portfolio management, and capital markets advisory services.

This job description outlines the objective, primary responsibilities, requirements and qualifications of the Ascent Student Loans Marketing Intern.

Objective: The Marketing Intern will be responsible for assisting Ascent in the development and implementation of its marketing, business development, and sales strategies and tactics. This objective will be accomplished through developing, maintaining and expanding marketing methodologies and social media channels to our students, families, schools and our other institutional clients.

Reports to: Director of Marketing

Additional Information:

- You will participate in training during the first week to expose you to our culture and provide you with a knowledge base to draw upon throughout the remainder of your internship and beyond
- Compensation – Interns receive a competitive salary of \$16.00 per hour
- Experience with Executives
 - o At the end of the internship, the intern will develop a 30-minute pitch/presentation to Ascent Executives of one core idea for Ascent that they developed during the internship
 - o The intern will have the opportunity to have a lunch with the Ascent Chairman and CEO, Ken Ruggiero





Primary Responsibilities (including, but not limited to):

- Monitor all social media channels and make recommendations for improvements
- Secure timely approvals for social media calendar and blog posts
- Post blogs to the Ascent website via WordPress
- Help develop initiatives to engage students on local college campuses and high schools that raise awareness for Ascent an ultimately drive loan volume
- Conduct and support marketing research initiatives including the Ascent Student Advisory Board, recruiting for additional boards in 2020 (parent and high school advisory boards), conducting and analyzing customer surveys, review qualitative data from scholarship responses and live chat, etc.
- Assist in the development of sales and business development initiatives and campaigns for school support, conferences and presentations
- Assist with student facing strategies and campaigns and coordinate with the internal resources to improve brand recognition and generate interest in our products and services
- Prepare and implement a monthly marketing calendar to ensure appropriate sales and business development activity
- Provide and coordinate feedback/testing for user experience enhancements in the website and Loan Origination System (LOS)
- Support in coordinating various marketing campaigns that include direct to consumer, digital, email, social media, and recommend additional campaigns for marketing products and services
- Assist with managing a (CRM) Customer Relationship Management System

Qualifications:

- Must be available to work for at least 10 – 20 hours a week during business hours
- Must be available to work for at least 6 months
- Must be studying marketing, advertising/PR, communications, telecommunications, advertising art, web design, or equivalent relevant major
- Must have excellent organizational skills, attention to detail, and the ability to prioritize in a changing environment
- Must have excellent interpersonal skills
- Leadership qualities and potential
- Proficiency in Microsoft Word, Excel, Internet, PowerPoint is required
- Experience with Adobe, Prezi, WordPress, Canva, Google Analytics, Campaign Monitor a plus
- Experience in marketing a plus
- Ability to learn other software programs
- Strong verbal and written communication skills required
- Ability to work independently and as part of a team

