



**Marketing Intern - Job Description**  
**Ascent Student Loans | Ascent Funding, LLC.**  
**Fall/Winter 2020 - Spring 2021 | 9+ 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. **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 Goal Solutions, Inc.(Goal) family of companies. Goal, named "Best Places to Work" by the San Diego Business Journal every year since 2015 and awarded the "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 marketing 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
  - 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
  - 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):**

- Support in coordinating various marketing campaigns that include direct to consumer, digital, email, social media, etc.
  - Recommend additional campaigns for marketing student loans and benefits
  - Help develop initiatives to engage students on college campuses and high schools that raise awareness for Ascent and ultimately drive student loan volume
- Create unique and compelling content from a student's perspective
  - Compile quarterly content ideas with the Content Generation Marketer to align with the social media calendar
  - Write blogs (500 – 1,000 words) and post to the website via WordPress
  - Create and post engaging videos based on existing content
- Support marketing research for Ascent student feedback initiatives including conducting and analyzing customer surveys, review qualitative data from scholarship responses and live chat, social monitoring/listening, customer reviews and testimonials, etc.
  - Contribute to building out the plan and launch strategy for a long-term student feedback/engagement program
  - Provide and coordinate feedback/testing for user experience enhancements in the website and Loan Origination System (LOS)
- Assist in the development of sales and business development initiatives and campaigns for school support, conferences and presentations
- Assist with student facing strategies and coordinate with the Ascent team to improve brand recognition and generate interest in our products (student loans) and programs (such as the Refer A Friend program)
  - Optimize and expand the Refer A Friend program and scholarship programs
  - Leverage ways to further expand and launch the Ascent Rewards program
- Conduct weekly research and provide the Ascent team with insights:
  - Maintain and expand the weekly competitive analysis spreadsheet
  - Leverage tools like SEM Rush and Google Analytics to identify and research potential partners
  - Audit existing partners and take screen shots for compliance/quality assurance. Report findings to the Marketing Operations Specialist and to the Director of Marketing.

### **Qualifications:**

- Must be available to work for at least 10 – 15 hours a week during business hours
- Must be available to work for at least 9 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 in marketing with WordPress, Canva, Google Analytics, and social media is 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

### **Ready to Apply?**

Please submit your resume, cover letter and portfolio (if applicable) to [careers@ascentprogram.com](mailto:careers@ascentprogram.com).

