

## MARKETING INTERN POSITION

### **FIRM OVERVIEW:**

Legend Financial Advisors, Inc.<sup>®</sup> (Legend) is a Fee-Only Securities and Exchange Commission registered Investment Advisory Firm with its headquarters located in the North Hills of Pittsburgh, Pennsylvania. Legend provides Wealth Advisory Services including Financial Planning and Investment Management to affluent and wealthy individuals as well as business entities and non-profit organizations.

We are currently seeking college freshmen, sophomores, or juniors to join our team for a Marketing Internship. We will provide qualified individuals with outstanding education and growth opportunities. If you are a high-energy individual with a strong work ethic, excellent team skills and outstanding communication skills, we would like to speak with you.

The position is full-time during the summer and part-time during the academic year (we do not offer “summer only” internships). We require a minimum of 250 work hours (this averages approximately 16 to 17 hours per week) during the fall and spring school semesters, including at least 45 hours on Saturdays. During the summer, we require forty (40) work hours per week.

Additional information about our firm can be found on our Web site [www.legend-financial.com](http://www.legend-financial.com).

Interested candidates should send their resume and completed employment application to:

Celine M. Stanasolovich  
Director of Human Resources and Accounting  
Legend Financial Advisors, Inc.<sup>®</sup>  
5700 Corporate Drive, Suite 350  
Pittsburgh, PA 15237-5829

## **MARKETING INTERN POSITION DESCRIPTION**

### **NECESSARY SKILLS:**

1. Microsoft Word, Excel, PowerPoint, Outlook, Internet Explorer
2. Strong communication and grammar skills
3. Basic knowledge of investment concepts: Stocks, Bonds, Mutual Funds, etc. would be helpful.

### **MARKETING DUTIES:**

1. Become proficient in the use of our Customer Relationship Management database program to retrieve key information, facilitate client mailings, and to manage various prospective client lists.
2. Facilitate Social Media/Networking Web site activities and promotions using LinkedIn, Facebook, Twitter, etc.
3. Assist with the ongoing enhancements to our Web site including the coordination of posting audio/video files.
4. Assist with the ongoing development of our Internet and Search Marketing initiatives.
5. Work to build our media contacts database to enhance our public relations efforts.
6. Contact reporters and editors to arrange media interviews for our financial advisory team.
7. Create E-mail announcements to promote advisor appearances on TV and radio.
8. Write and deliver press releases and story pitches for the media.
9. Assist in the creating, editing and proofreading of articles, letters, E-mails, and speech presentations.
10. Prepare and assist with delivery of our Financial Planning and Investing E-mail newsletters.
11. Assist with writing, proofreading, and delivering our Monthly Client Letter.
12. Assist with the coordinating of our direct mail campaigns.
13. Research potential new marketing services.
14. Update various prospective client and new client lists and charts to track referral sources and new revenue.
15. Assist in the building of a marketing database of potential high net worth clients.
16. Help in the development and preparation of marketing letters and materials for prospective clients.
17. Aid in the maintenance of our marketing materials.

### **MISCELLANEOUS DUTIES:**

1. Perform general office duties—approximately 15% to 20% of the position.