

MARKETING INTERN POSITION

FIRM OVERVIEW:

Legend Financial Advisors, Inc.[®] (Legend) is a **Fee-Only, Fiduciary** U.S. Securities and Exchange Commission registered investment advisory firm with its headquarters located in the North Hills of Pittsburgh, Pennsylvania. Legend provides Personalized Wealth Management Services which includes Financial Planning and Investment Management to affluent and wealthy individuals, business entities, medical practices and non-profit organizations as well as retirement plans.

We are currently seeking college freshmen, sophomores, or juniors with an interest in working in a professional business environment 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.

We offer internships that are paid and are year-round (we do not offer “Summer Only” internships). Positions are part-time during the academic year: a minimum of 15.0 hours worked per week are required. During the Summer, our students work an expanded schedule of hours.

Additional information about our firm can be found on our Website 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.[®]
5700 Corporate Drive, Suite 350
Pittsburgh, PA 15237-5829

MARKETING INTERN POSITION DESCRIPTION

NECESSARY SKILLS:

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

DUTIES:

1. Become proficient in the use of our Client Relationship Management database to retrieve key information and manage various prospective client lists.
2. Facilitate Social Media activities and announcements using LinkedIn, Facebook, Twitter, Google Plus etc. and assist with growing our Social Media audiences.
3. Assist with creating and delivering promotional E-mail Marketing Campaigns.
4. Aid with tracking of various communications with prospective clients.
5. Assist with the ongoing enhancements to our Website.
6. Work to build our media contacts database to enhance our public relations efforts.
7. Contact reporters and editors to arrange media interviews for our financial advisory team.
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 presentations.
10. Prepare and assist with proofreading and delivery of our Financial Planning and Investing E-mail newsletters.
11. Assist with writing, proofreading, and delivering our Monthly Client Letter.
12. Research potential new marketing services.
13. Perform online research and assist in the building of a marketing database of potential high net worth clients.
14. Aid in the maintenance and updating of our marketing materials.
15. Track our Social Media audience totals.
16. Prepare Google Analytics Reports to measure Website traffic and statistics.
17. Perform general office duties and miscellaneous tasks—approximately 15% to 20% of the position.