

## **Job Title: Social Media Marketing & Sales Support Paid Summer Internship**

### **Job Overview:**

This opportunity is perfect for a creative individual who is excited about the way that data is used by organizations to drive business operations and market analysis. To apply, please submit a CV and cover letter to [Hr@neudata.co](mailto:Hr@neudata.co) detailing your motivation for applying to this position at Neudata. This position can be 20 hours (half time) to 40 hours (full time) per week. Please indicate your interest and availability for full time or half-time scheduling. This is a hybrid onsite position in our New York City office. This position will focus on marketing and sales activities in the non-financial corporate market.

This position is a part of the Neudata internship program which runs until September.

Upon successful completion of the program, interns may be offered the opportunity to join Neudata full time or to continue part-time for candidates who are continuing their educational program in the fall.

### **Company:**

Neudata's mission is to make people's lives easier that work with data. We provide independent advice to asset managers and corporations, helping them to make the right decisions on what datasets they should and shouldn't be using. In doing so, we aim to save them both time and money.

We are specialists in alternative data. From credit card transactional data to social media sentiment products to mobile app datasets - our goal is to ensure we communicate not only what alternative data products exist, but also why someone would want to use them.

Headquartered in London, with offices in NYC and Shanghai, we have expanded our business in recent years to cater to new markets, as well as to offer additional services, such as an alternative data conference business.

### **Job Description:**

As a Neudata intern performing social media marketing and supporting our sales efforts, you will join our sales and marketing teams and assist in servicing our corporate clients with the activities below:

### **Responsibilities:**

- Assist with the design and execution of social media campaigns aimed at reaching Neudata's B2B target market of data buyers and consumers. This activity involves

working with our sales and marketing teams to identify and author content that is either based on our library of research, other topical messages, content programs and content programs that summarize or refer to our research.

- Help us develop creative ideas for new content, and templates both useful and appealing about our company and products specifically through social media.
- Monitor postings to ensure brand message is consistent with company policy
- Aid in the daily aspects of promoting the campaigns.
- Interact with followers and potential customers by communicating and answering questions through the company's social pages.
- Follow up with persons interacting with our social media content.
- Identify relevant third-party social media posts for reposting, retweeting, etc.
- Create new fresh content including graphics and info graphics (either you have the skills for this or can direct a creative team to execute).
- Support sales team by generating outbound email marketing content, managing data in CRM system (specifically entering new lead information into the system, authoring / editing email campaigns, executing email campaigns).

Our interns will participate in client calls and have exposure to some of the largest global corporations.

**Key Qualifications:**

- Excellent verbal communication, both internally, with our communities, and externally as written content
- High level of attention to detail
- Excellent organizational skills
- Self starter with ability to work well on teams or to take initiative and independently deliver results
- Familiarity with modern technologies especially the relevance of social media platforms for B2B messaging.
- Drive, energy, and good common sense. In this role you will make a difference and your achievements will be recognized throughout the organization.
- Bonus: Applicants with the ability to create their own info graphics or perform basic imaging editing may be given preference. If you do not have these skills that is ok as well as long as you can demonstrate the ability to define a creative brief that can be handed to another team member to generate the graphical assets.

**Role Details and Compensation:**

- Applicants must have the right to work in the United States.
- Must be available to work onsite in our NYC office at least 2 days per week.
- Compensation for this position is between \$15 and \$20 per hour.