MARKETSHARE ASSOCIATES

Position Name:
Marketing & Communications Graduate Intern

Who we are:

MSA is a socially-driven global consulting firm. We provide innovative solutions for the private sector, government and civil society to improve, measure, and communicate the economic and social impacts of their investments. We believe market dynamics have a strong impact on how people live their lives. Our vision is to improve economic systems in order to reduce poverty. We recognize complexity and as such, use a systems approach to design solutions that work within dynamic environments. We work collaboratively with our clients, serving as brokers of creativity to help catalyze systemic change.

We take a bespoke approach to every engagement, developing tailored services for clients around action research, monitoring, strategic advisory, evaluation and thought leadership across five topic areas: market systems development, jobs and trade, economic empowerment, financial inclusion and impact investing.

Since 2009 we have worked with a wide variety of clients and partners in dozens of countries across six continents.

Our work:

At MSA, our staff build results measurement systems for development programs, social enterprises and impact investors; research power dynamics and their influence on market behaviors; train client staff to think more systemically about the problems they seek to address; pitch MSA's services to new potential

MSA's VALUES

EXCELLENCE

We believe in what we do – it's why we're here. Our work reflects our passion.

DISRUPTION

We're here to do development differently – more empowering, more systemic, with more proof.

HUMILITY

We see self-awareness as a prerequisite to learning.

HUSTLE

Good things don't come to those who wait. We drive networking and new business the same way we drive innovation – restlessly.

COLLABORATION

We're better together, drawing on each other's viewpoints and experiences to deliver for clients. Working in teams is core to our identity.

CELEBRATION

We work hard and life gets hectic – we take time to celebrate and enjoy it. Otherwise, what's the point?

clients; write thought pieces; and brainstorm new approaches to old problems. Regardless of task, our focus on disrupting the status quo demands critical engagement.

Who we want:

MSA seeks a driven professional with strong social media, writing, branding, research, and graphic design experience to join the team in the position of Marketing & Communications Intern, based in the Denver HQ office. MSA is growing – this opportunity offers significant potential for the successful candidate to grow with us, assuming progressively greater responsibility with MSA.

The nature of the role:

This is a part-time position that will report to the BD Manager. We hope to find someone who wants to learn quickly and grow with our firm.

Key Tasks:

- Business marketing which includes website development, social media content and other marketing materials
- Support on the development of marketing strategy including quarterly business development newsletter designs
- Pull data on digital marketing strategies and other social media analytics
- Manage social media calendar, track communications and other social media works

Requirements:

- Bachelor's degree in digital communications or related field such as advertising or journalism
- 2 years of experience in digital marketing/social media marketing, including mastery of LinkedIn presence management
- Knowledge of social media analytics software including Facebook Insights, Google Analytics and Twitter Analytics to track audience engagement and campaign performance
- Experience with content management systems, word processor applications and image/video editing software
- Excellent written and oral communication skills
- Strong interpersonal skills, including the ability to work and build relationships with team members and clients from diverse backgrounds
- Strong primary and secondary research experience including research design and implementation

Other desired characteristics:

- In a current graduate program related to marketing and/or communications
- Experience working for a consulting firm

- Experience designing and leading communications campaigns or organizational social media strategy
- Proficiency in another language, preferably written and oral Arabic, French, Spanish, and/or Portuguese
- Experience working and living in developing countries

Other information:

This is a part-time position that will report to BD Manager. The expectation will be 12-15 hrs per week depending on the successful candidate's schedule.This position will be based in Denver, Colorado. The hourly rate for this position is 16 USD for a candidate based in Denver, Colorado; for candidates based in another state or outside the US, MSA will consider salary ranges aligned with local market rates and our international salary bands. Where a candidate falls within this rage is based on previous years of experience and versatility (i.e., number of required and desired characteristics as well as expected capability).

Application Details:

Deadline to apply is November 2,2022. Applications will be considered on a rolling basis. To apply, please send your current CV to **opportunities@marketshareassociates.com**, indicating the position title "Marketing & Communications Internship" in the subject line. If you have not heard back within 2 weeks after the application deadline, please send a follow up email to **opportunities@marketshareassociates.com** and copy **esheehan@marketshareassociates.com**. We want to make sure no emails get lost in cyberspace!

Please also include a cover letter (maximum one page) explaining your interest in this role and answering the following questions:

1) List the three things, in order of impact, that you would bring to MSA to take us to the next level.
2) Which of our values most resonates with you, and why?
3) What professional achievement are you most proud of?
4) Are you legally authorized to work in the United States? If not, where are you authorized to work?
5) Where did you learn about this role?