



## *Marketing & Communications Intern*

This internship position *may* be eligible for credit through your university; please contact us for more information.

Honeybee Financial is a startup in small business and real estate investment lending. We believe in challenging the status quo. Small business owners and real estate investors should focus on the work they do, not loan applications and rate shopping. We're highly skilled at underwriting and placing loans, and we're seeking a passionate and motivated intern to join our team. Our mission is to be a resource to our clients so they can do more of what they do.

We offer competitive alternatives to traditional business lending. We are unique -- a direct lender, approving and funding many loan programs directly -- while we also leverage our robust network of partnerships with other lenders. This allows us to offer a suite of complimentary loan products allowing for unmatched creativity, efficiency, and flexibility for complex situations.

This internship position is perfect a recent graduate or current student with an interest in marketing, content creation, advertising, public relations, and graphic design. Working in our small marketing department, this position will work directly with our Marketing & Communications Manager to develop campaigns to target new and existing customers to inform them of our new and improving programs and reach them for feedback and data to make better marketing and product development decisions. Successful applicants will be hard-working, creative, and interested in working in the dynamic environment of a startup company. We do not require applicants to be marketing majors; our requirement is simply an *interest* in marketing and communications and to expand their skills.

A portion of the work will be with Vanderburgh House ([www.VanderburghHouse.com](http://www.VanderburghHouse.com)), an organization dedicated to helping folks struggling with addiction to drugs and alcohol. Honeybee Financial has a joint venture with Vanderburgh House to provide advisory and loan placement services for their growing network of facilities.

### RESPONSIBILITIES

- Assist in market research and segmentation analysis
- Assist in designing marketing campaigns to reach target clients
- Work with staff writers to research and create useful content in the form of blogs, vlogs, and white papers
- Meet with clients and work with our team to develop a better understanding of client pains
- Work with product development to better understand how our clients respond to our services
- Work with our Marketing & Communications Manager to more effectively achieve goals

### KNOWLEDGE/SKILLS/EXPERIENCE REQUIREMENTS

- Knack for creativity and teamwork
- Strong verbal and written communication skills
- Strong English proficiency
- Analytical skills, in order to support marketing efforts
- Desire for a *demanding* work environment with strong growth potential