

## Digital Marketing Intern

**Location:** Waco, TX (Open to Hybrid/Remote)

**Job Type:** Internship

**Reports To:** Marketing and Communications Manager

**Firm:** ClearVista Financial

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### Purpose of the Role

This position plays an essential role in supporting ClearVista Financial's marketing efforts through research, data analysis, content creation, and multimedia production in the personal finance industry. Responsibilities include **conducting market research** on trending personal finance topics to shape our content strategy, **analyzing data** using tools like Google Analytics to optimize website and social media performance, **creating engaging content**, graphics, and promotional materials for digital content channels, **editing and producing video content** for our podcast and YouTube channel, and **assisting with website management** and SEO optimization. This position also works to **enhance the client experience** through personalized service initiatives, supporting both the internal ClearVista team and clients.

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### Key Responsibilities

#### Market Research & Data Analysis

- Stay up-to-date on trending topics in personal finance and identify relevant subjects for content creation.
- Conduct research to determine the most engaging and valuable topics for our audience.
- Utilize digital tools such as Google Analytics to monitor website and social media performance. Interpret data and provide insights to enhance content strategy and audience engagement.
- Make recommendations based on data analysis.

#### Content Creation & Multimedia Production

- Develop engaging content, graphics, and promotional materials for our website, YouTube, and social media channels to effectively engage our target audience.
- Edit weekly video content for our podcast and YouTube channel. Ensure high-quality production standards and assist in maintaining consistency across all multimedia platforms.
- Assist in managing company website, ensuring content remains up-to-date and optimized for user experience and SEO.

## **Client Service Procedures & Project Assistance**

- Support various client service procedures, including birthday celebrations and new client welcome experience. Assist staff members as needed to ensure smooth operations.
  - Collaborate with team members on various other projects and tasks as assigned, offering support and contributing to the successful completion of objectives.
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## **Ideal Candidate Profile**

- Interest in digital marketing and emerging technologies such as AI.
- Interest in financial services/personal finance a plus.
- Strong communication skills—must be comfortable copywriting for a variety of digital platforms (email, social media, reports, website, etc.).
- Self-starter—ability to learn quickly and work independently with minimal supervision, meet short deadlines, and be responsible for the quality of your work.
- Proficient or readily able to learn programs such as Outlook, Google Analytics, Zoom, Canva, and video editing software (Premiere Pro/Adobe Creative Suite).

As a small company, our employees wear many hats and take on a variety of roles. Our ideal candidate will thrive in this environment and enjoy taking on various responsibilities and learning about many different aspects of the business.

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## **Qualifications**

Qualified applicants will be working toward a graduate degree or an undergraduate degree in their sophomore, junior, or senior year. Open to majors in business, marketing, communication and media studies, journalism, advertising, digital communication, public relations or related field of study.

If you're passionate about digital media, personal finance, and eager to gain hands-on experience, this internship offers an ideal opportunity to develop real-world marketing skills, expand your portfolio, and work alongside industry professionals in a dynamic environment.

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**Compensation and Benefits**

This is a paid position working approximately 10-20 hours per week. Pay will range from \$12-\$16/hour depending on qualifications.

This is a one-semester or summer internship position with the potential for extension based on exceptional performance and mutual agreement.

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**How to Apply**

To apply, please submit your resume and a short cover letter expressing your interest and alignment with the firm's values to [info@clearvistafinancial.com](mailto:info@clearvistafinancial.com)